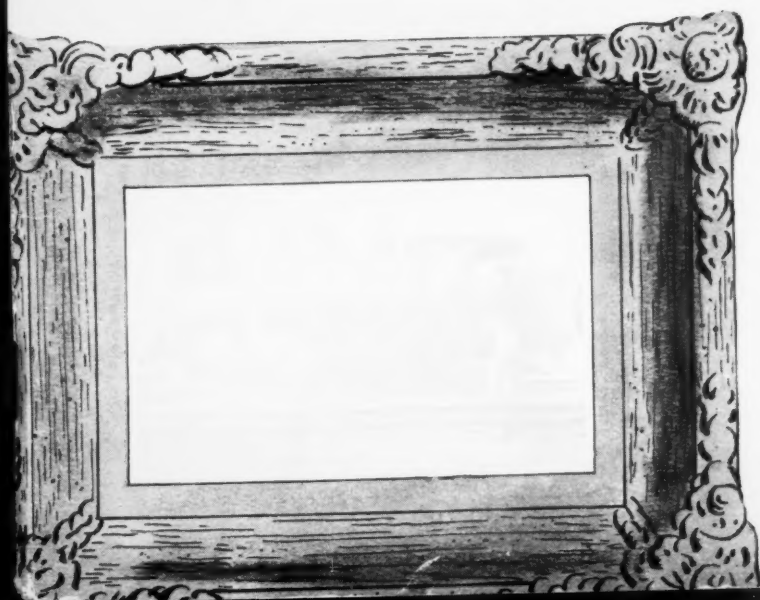
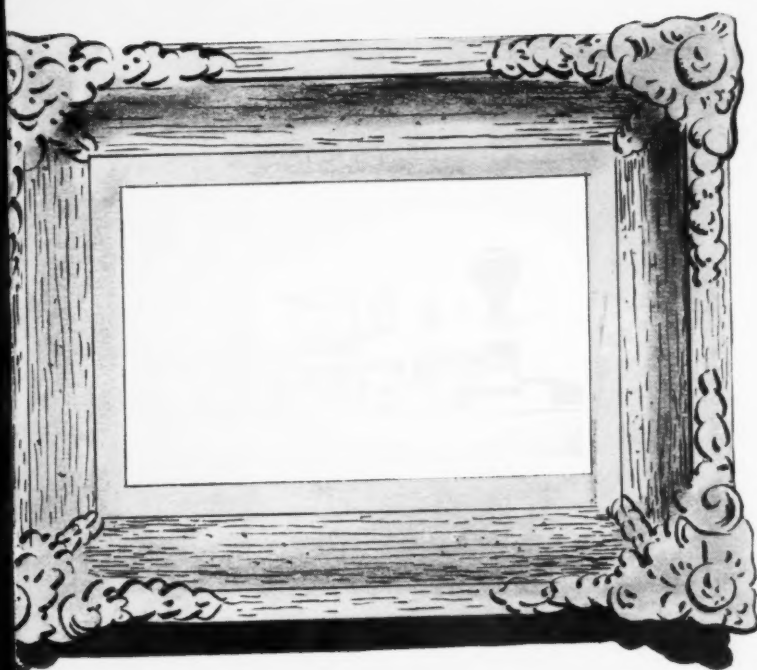


10 o'Clock

JULY • 1947

St. Louis Public Library
REFERENCE DEPT.





Lincoln Continental

To many, the Lincoln brings a sense of true discovery . . . a realization of high hopes fulfilled. For this motor car reflects the attainments of its owners. It wears a singular style. Its pace is long and sure. Its comfort is the comfort of a gracious home. In the Lincoln, the exceptional is well attained. You will recognize it as the really fine car of the fine car field.

SEWELL MOTOR CO.

"Dallas' only authorized LINCOLN-MERCURY Dealer"

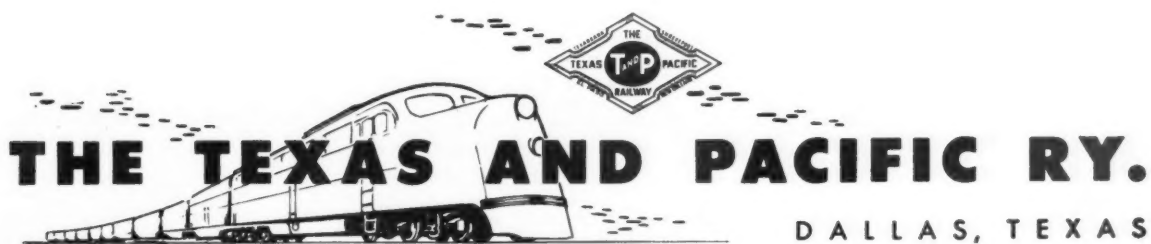
2211 PACIFIC at Preston

Telephone R-6741



SEVENTY-FOUR YEARS AGO, in August of 1873, the last spike was driven to anchor the Texas and Pacific rails connecting Dallas with Longview, Shreveport and other rail lines to the South and East. This new transportation service broke the bonds of isolation and opened the way for settlement and new business.

Today, as it has been for nearly three-quarters of a century, Texas and Pacific is dedicated to the task of providing Dallas with the finest and safest transportation service...and to expanding and broadening the industrial, commercial and cultural progress of this great city.





BUSINESS CONFIDENCE Built on Years of Service

★ Old firms like old friends have demonstrated their worth through long periods of prosperity and adversity. The firms listed on this page have served Dallas through the years. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1872 HUEY & PHILP

Wholesale Hardware

1872 E. M. KAHN & CO.

Dallas' Oldest Retail Store
Apparel Shops for Men, Women
and Boys

**1872 WAPLES-PLATTER
COMPANY**

White Swan Fine Foods

**1874 BOLANZ &
BOLANZ**

Real Estate and Insurance

**1876 CHAS. L. DEXTER
& CO.**

Insurance
Oldest Agency in Dallas

**1878 NATIONAL BANK
OF COMMERCE**

Banking

**1876 ED. C. SMITH
& BRO.**

Mortuary, Ltd.
Funeral Service

1879 CLARKE & COURTS

Retail Stationers
Lithographers, Printers and
Engravers

Established

**1885 W. J. LAWTHER
MILLS**

Manufacturers of Poultry and
Stock Feeds

**1888 SUTTON, STEELE &
STEELE, Inc.**

Engineers and Manufacturers
Specific Gravity, Electrostatic
and Centrifugal Separators

**1889 WATSON
COMPANY**

Contractors and Builders

**1891 SOUTHWESTERN
PAPER COMPANY**

"Everything in Paper"

**1892 EXLINE-LOWDON
CO.**

Lithographers and Printers

**1892 THE EGAN
COMPANY**

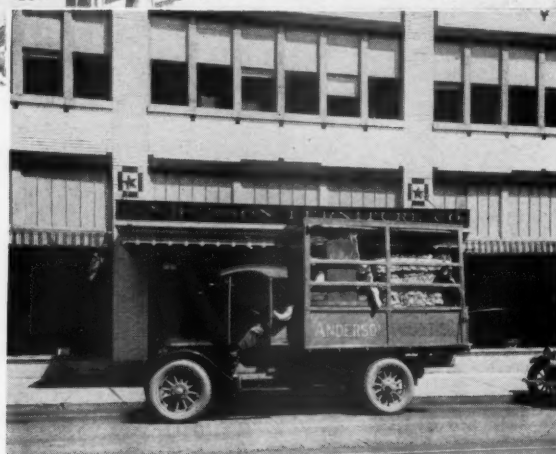
Printing, Lithographing and
Embossed Labels

**1893 ORIENTAL LAUNDRY
COMPANY**

Finer Laundering, Sanitizing
Cleaning and Fur Storage

**1894 GRAY & GRAHAM
COMPANY**

Designers of Men's Fine Clothes



Anderson Furniture Company, founded in 1897 in the days of horse-drawn delivery wagons, was first located at 2103 Elm, next door to a livery stable and blacksmith shop. Pictured is the front entrance of the present main store building at 2101 Elm, as it looked in 1920 when the photograph was made, showing early T-model Ford delivery truck filled with household furniture. The structure was acquired in 1916, and the original building next door, in which E. M. Anderson started his furniture business, houses used furniture and appliance departments. The Anderson Furniture Store initially had a staff of three—Mr. Anderson, his partner, and a delivery man. Today, the firm employs more than 60 persons and has a fleet of seven modern delivery trucks. In 1929, a branch store, Anderson Furniture Studio, was opened at 2222 North Harwood. Mrs. E. M. Anderson is president of the company today, F. L. Rigner is vice president, and J. D. Lambert is secretary-treasurer.

Established

**1896 BRIGGS-WEAVER
MACHINERY CO.**

Industrial Machinery and
Supplies

**1897 SHUTTLES BROS. &
LEWIS, Inc.**

Wholesale Jewelers
Serving the Southwest for 49
Years

**1897 ANDERSON
FURNITURE CO.**

Dallas' Oldest Furniture Store

Established

**1898 LANG'S FINE
FLOWERS**

The Southwest's Foremost Florists
Decorators, Nursery Landscape
Service

1898 THE PRAETORIANS

Life Insurance Service

**1898 HAVERTY FURNI-
TURE CO.**

Furniture

**1900 AUSTIN BROS.
STEEL COMPANY**

Steel for Structures of Every Kind





CLIFTON BLACKMON Editor
THOMAS J. McHALE . . . Adv. Mgr.
WINSTON BALL . . Editorial Assistant



Member, Southwestern Association of Industrial Editors,
International Council of Industrial Editors.

DALLAS CHAMBER OF COMMERCE

OFFICERS

President
D. A. HULCY
Vice Presidents
AUSTIN F. ALLEN
J. L. LATIMER
CLYDE L. STEWART
Treasurer
OSCAR C. BRUCE
National Councilor
GEORGE WAYERLEY BRIGGS

DIRECTORS

AUSTIN F. ALLEN
THEO P. BEASLEY
O. S. BOGGS
MILTON BROWN
W. J. BROWN
W. R. BURNS
W. B. CLAYTON
FRED F. FLORENCE
D. A. HULCY
J. L. LATIMER
STANLEY MARCUS
IRA L. MCCOLLISTER
B. F. McLAIN
CHARLES R. MOORE
J. B. ORAND
JULIUS SCHEPPS
CLYDE L. STEWART
J. C. TENISON
PEYTON L. TOWNSEND
W. G. VOLLMER
JAMES K. WILSON
EARLE WYATT

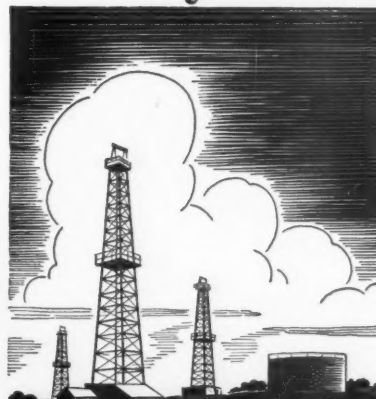
STAFF

J. BEN CRITZ
Vice President and General Mgr.
Business Mgr.—Sam Tobolowsky
Cashier: Velma Boswell
Conventions: Z. E. Black
Foreign Trade: Roy Jenkins
Highway: R. M. Clift
Industrial: Andrew W. DeShong
E. N. Kerr
Information: Jay Little
Manufacturers and Wholesalers:
Mark Hannon
Membership: Hugh Sawyer
Publicity: Clifton Blackmon
Winston Ball
Retail: R. C. Dolbin
Transportation: Sam Goodstein
Floyd E. Rice
Washington Office: Dale Miller

CONTENTS

	Page
Washington: The Tax Equality Plan	7
By DALE MILLER, Representative of the Dallas Chamber of Commerce in the Nation's Capital	
When the Iron Horse Came to Dallas	8
By WAYNE GARD	
Dallas—Key Rail Center of the Southwest	13
Terminal Merchant	20
By MARY FLETCHER CAVENDER	
Extensive Rail Service Planned for Trinity Industrial District	22
Gift Show	24
Chamber Host to Ford Motor Company Heads	28
Dallas Leaders Pay Tribute to John Glenn Pew	31
Apollo Boys' Choir	33
By WINSTON BALL	
Duel of Champions	35
Books: "Big Country Texas" and "Anson Jones, the Last President of Texas" (Review)	37
By JERRY PORTER	
Dallas Sets Business Pace for Southwest	38
Thirty-Eight New Members Added to Chamber Roster	39
Business Opportunities	40
Memo to Members of the Dallas Chamber of Commerce	42
By W. B. CLAYTON, Chairman, Dallas County Savings Bonds Committee	
In Dallas Last Month	46
Letters	50
Downtown Club	68
Air Force Day Observance to Center in Dallas	71
The March of Industry	72
Foreign Trade Inquiries	81
Advertisers in This Issue	84

Advertising rates on application. Subscription rates, \$2.00 per year. Single copies, 20 cents. Foreign, \$3.00 per year. Published monthly and entered as second-class matter, February 6, 1922, at the Post Office at Dallas, Texas, under the act of March 3, 1879. Reprint permission on request. Offices 1101 Commerce Street, Dallas 2, Texas. Telephone R-8451. DALLAS is owned and published by the Dallas Chamber of Commerce. Its objective is to assist the Dallas Southwest in achieving a sense of unity and cooperation by presenting articles which may prove interesting and informative to business men. Neither DALLAS nor the Dallas Chamber of Commerce stands sponsor for nor is committed by the views expressed by authors in these articles.



Texas Industry needs Oil and Water

The industrial plants of Texas—large and small—depend upon OIL for a lubricant and, in some instances, for fuel. Without oil—mass production would be impossible.

And equally as important to industry's successful operation is an ample, efficient, unfailing water supply.

Any Texas industry, planning expansion or new development—should give serious consideration to its water system.

The knowledge, experience and ability of Layne-Texas Company engineers are available to you at any time to help solve your water problem.

THE
LAYNE-TEXAS
Co., Ltd.

HOUSTON • DALLAS



STATEMENT OF CONDITION

At the close of business June 30, 1947

ASSETS

Cash on Hand and Due from Banks	\$108,172,010.74
United States Securities Owned	72,687,891.44
Other Stocks and Bonds	6,472,429.19
Loans and Discounts	114,200,189.11
Banking House and Equipment	2,381,267.57
Other Assets	1.00
	<hr/>
	\$303,913,789.05

LIABILITIES

Capital Stock	\$ 7,500,000.00	
Surplus Fund	7,500,000.00	
Undivided Profits, Net	5,346,217.52	\$ 20,346,217.52
Reserved for Taxes, Etc.		1,722,991.41

DEPOSITS:

U. S. Government	\$ 2,823,431.63	
Other Deposits	279,021,148.49	281,844,580.12
		<hr/>
		\$303,913,789.05

First National Bank
in Dallas MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

WASHINGTON

By DALE MILLER

Representative of the Dallas Chamber of Commerce
in the Nation's Capital

The Tax Equality Plan

OVER a period of many years eight States of the Southwest and West—Texas, Louisiana, New Mexico, Arizona, California, Washington, Idaho, and Nevada—have been subjected to recurrent political attacks in the halls of Congress because the existence and operation



DALE MILLER

of the community property system has enabled many thousands of married taxpayers in those States to pay less income taxes than married persons in the remaining 40 States. The community property system legally recognizes the wife as a full and equal partner with her husband in the marital relationship and endows her with a firm half-interest in the income and property accumulated during their marriage; whereas the so-called common law system in effect elsewhere throughout the country ignores the contribution of the wife to the marital relationship and recognizes only the husband as the sole owner of such income and property accumulated during the marriage.

This is an important and basic distinction between the property laws of the two groups of States, and since Federal income taxes are assessed against the true owners of property as prescribed by the respective States, the income taxes paid in community property States have been somewhat less than those paid in common law States. For example, if a man in a community property State draws a salary of \$10,000, only half of that sum belongs to him and the other half belongs to his wife; thus, each pays a tax on \$5,000. However, if a married man in a common law State earns a \$10,000 salary, he is the sole owner of the \$10,000 and must thus pay a tax on the full amount, while his wife pays nothing. Consequently, the married couple in the community property State pays less

income taxes than the couple in the common law State, since under the application of surtax rates, the sum of taxes paid on two incomes of \$5,000 each is less than the tax paid on a single income of \$10,000.

This disparity was little more than academic during the early years of operation of Federal income tax laws, but as surtax rates were progressively increased the gap between the community property and common law States correspondingly widened; and it thus became inevitable that taxpayers in common law States would come to resent what they believed to be some sort of "unfair advantage" enjoyed by the taxpayers of community property States. This resentment was nurtured by the suspicion that the community property system was some slick device conjured up to evade Federal income taxes, whereas in reality, of course, the community property system antedates the levying of income taxes by many hundreds of years. Nevertheless, this resentment found expression in Congress, and the relatively small number of community property States have been compelled for years to resist repeated political efforts to vitiate their cherished and fundamental property rights under the guise of "equalizing" Federal taxes.

The first phase of these efforts some 20 years ago was represented by legislation proposed by Congressman Treadway of Massachusetts and others to tax the "managerial control" of property rather than the ownership of it. Since the husbands in community property States are generally accorded the responsibilities of management in the marital partnership, the Treadway Bill sought directly to circumvent both the fundamental rights of the States and the established concepts of Federal taxation. Exhaustive hearings before the Ways and Means Committee in 1934 climaxed this phase of the long and continuing controversy, and witnesses from community property States successfully resisted the Treadway Bill, basing their defense on the recog-

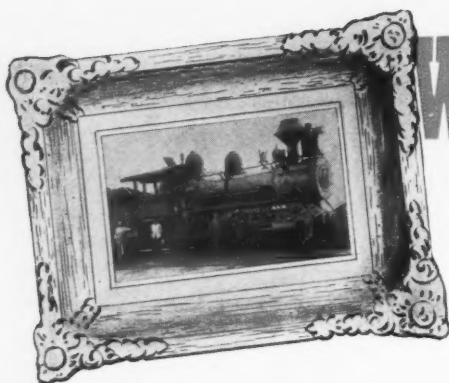
nized principle of taxing income and property where it is legally owned, and on the recognized right of the individual States to define such ownership. And meanwhile, in the field of jurisprudence, the Supreme Court upheld the position of the community property States.

The second phase materialized in 1941 and 1942 through a Treasury Department proposal to require "mandatory joint returns" throughout the country. This plan would have compelled husbands and wives in all States to combine their income and report it on a single return; and thus it was an oblique attack, rather than a frontal assault, on the community property system. It was objectionable on the same grounds as the Treadway Bill, however, in that it sought to tax one individual on the income and property owned by another, and opposition was quickly aroused in the common law States as well. Influential women's organizations, for example, perceived in this proposal a threat to the advancement of the rights of women. Extensive hearings again were held, and community property witnesses, as well as tax authorities from common law States and representatives of women's organizations, succeeded in defeating the plan.

Consequently, the community property States, standing firmly on constitutional rights, have been successful through the years in protecting their system of law and property, despite defenses breached, when the Ways and Means Committee—in executive session and without hearings of any kind—incorporated in the Revenue Act of that year provisions relating to estate and gift taxes which proved discriminatory against community property States and have worked material hardship since. The war years presented no propitious opportunity to seek repeal or amendment of these unjust provisions, although a concerted effort is now being made to bring these inequities to the attention of Congress.

The disparities between community property and common law States in the income tax field continue to exist, of course; and the third phase of the effort to remove the "advantages" of the marital partnership States has crystallized during the past few months. The latest proposal is mandatory joint returns—in reverse. Instead of compelling all married couples to combine their income and report it on a single return, the new proposal would permit them, for tax purposes, to split their combined income into

(Continued on Page 31)



H&TC'S NO. 105, built in 1891 by Cooke Locomotive Works, was one of the real standout engines of its day. Its 55-inch drivers and a 19 by 24-inch cylinder stroke made it a powerful locomotive then. It became the No. 305 in 1910 and performed yard service until 1933, when it was dismantled. The photograph reproduced above was made in 1903 and shows H. M. Teachworth, engineer, left, and Dick Carrington, fireman, center, both now dead.

DALLAS first rang the bell 75 years ago this month—the bell that marked the conversion of a crossroads town into a budding metropolis. It was the shiny bronze bell atop a tiny, chugging locomotive that brought the first train into Dallas. The train came in from the south over the new Houston and Texas Central, now the route of the Southern Pacific's streamlined Sunbeam. It entered Dallas on a right-of-way soon to be used for Central Boulevard.

Aware that a new era of growth and business expansion was at hand, Dallas people celebrated the arrival of the Iron Horse with music, oratory, and a great feast of barbecued buffalo meat. On the morning of July 16, 1872, the stores and saloons that clustered about the courthouse square were almost deserted. People were pouring in from the country, even from other counties; but their destination was the box-like station the railroad had built a mile east of town.

The weather was ideal for such an occasion. A rain on the preceding day had settled the dust and cooled the air, and fleecy clouds and gentle breezes tempered the sun's rays. Everyone kept his eyes turned south. Many remained in their buggies or on horseback to get a

better view, and some of the more agile boys climbed convenient trees. Prisoners in striped suits were putting finishing touches on the roadbed and the track. They had worked voluntarily on Sunday to have everything ready in time.

At about 9:00 o'clock, reported the newspapers of that day, the watchers began to make out a cloud of gray smoke in the direction of Hutchins and Corsicana. Soon they heard the engine's whistle; and a little later these people, to whom travel had meant the clattering of horses' hoofs or the slow, plodding tread of the ox team, felt the throbbing and puffing of the little locomotive as it drew its load to the new terminal. The panting engine, with its topheavy smokestack, from which came dark clouds and occasional sparks from the cordwood fuel, pulled a string of freight cars loaded with lumber and other goods, with a single passenger car at the rear.

As the train moved slowly through the crowd, the engineer clanged his bell noisily and the cowcatcher on the front of the engine almost grazed excited spectators who had pushed to the edge of the track. Horses, frightened by the strange noise, reared and bolted for home. Terrified babies squalled as their parents lifted them above the sea of hats so that, when grown, they might say they had seen the first train pull into Dallas.

When the train came to a stop at the edge of the prairie town, which in the preceding year had extended its limits to include a whole square mile, its distinguished passengers were greeted by the leading citizens of Dallas. A local reception committee headed by Judge Nathaniel M. Burford escorted the railway officials and other guests to the Crutchfield Hotel, at the northwest corner of Main and Houston, the site of which later became a part of Dealey Plaza.

While the barbecue was still being pre-



IN COMMEMORATION of the first train to arrive in Dallas, this bronze plaque was placed in 1936 by the Southern Pacific Lines on a wall of its freight station, 2300 Canton, in behalf of the Dallas Historical Society.

pared, a surging crowd of several thousand listened to a program of band music and oratory that flowed from a wooden stand in a grove on the future site of Baylor University Hospital, adjoining the fair grounds of that day. On the platform, in addition to speakers and honored guests, were pioneer residents who recalled the days when shaggy buffaloes could be killed under those same trees. Among these frontiersmen was John Neely Bryan, who had come in 1841 as the first settler and had built his log cabin on the bank of the Trinity River.

After John Henry Brown and the other speakers had finished, the crowd found seats at about 300 tables for a dinner that included the flesh of several buffaloes sent from the ranch of Charles Goodnight. The celebration continued through the afternoon, but the newspapers reported that the people drank nothing stronger than lemonade. The *Galveston News* predicted rapid growth for the Dallas region, which the new railroad had linked with markets for its grain and cotton and livestock.

This forecast was borne out quickly. The coming of this railroad and the others that soon followed spurred the growth of Dallas from a country village of 869 in 1870 to a bustling city of about 25,000 in 1885. Aggressive Dallas enterprise was largely responsible for this change. Except for the foresight and energy of Dallas citizens in the reconstruction period in inducing the railway companies to build through this city, Dallas might have remained a sleepy, malarial river town and watched some rival community become the Chicago of the Southwest.

Dallas people did not leave to chance the routing of the Houston and Texas Central. The act of incorporation of the Galveston and Red River, which was the original name of this line, authorized it to reach the Red River at any point between the eastern boundary of Texas and Coffee's Station, near Denison. One tentative plan, shown on a map in the *Texas Almanac* of 1858, would have routed the road northward about midway between Dallas and Fort Worth; others would have placed it miles east of Dallas.

Arduous efforts to procure railroads, as pointed out in the fiftieth anniversary edition of the *Dallas Morning News*, were spurred by the severe handicaps that resulted from the lack of adequate transportation in North Texas.

"The coastal region of South Texas could raise cotton profitably as a cash crop; but, despite the richer land here,

DALLAS • JULY, 1947



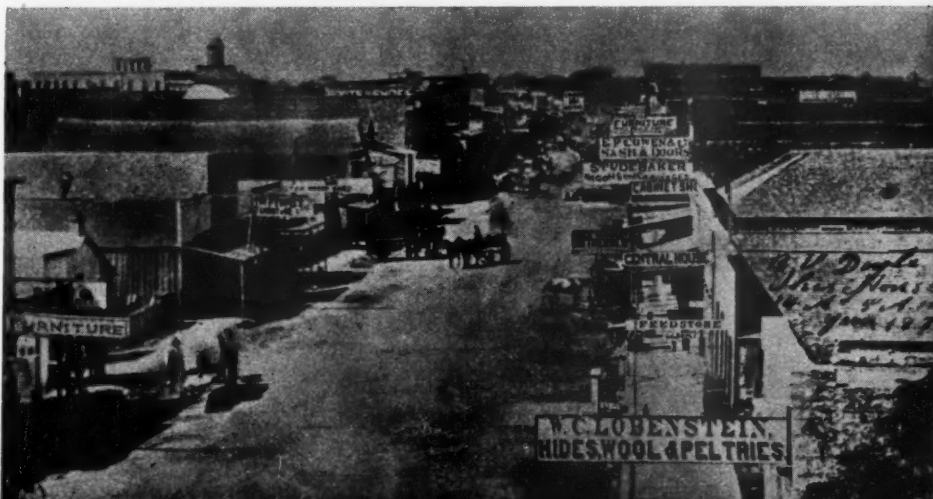
EARLY DALLAS PASSENGER STATION, shown above, was built at Central and Pacific by the Houston & Texas Central and the Texas & Pacific and was used jointly by the two lines. It was one of the nation's most "modern" railway stations when erected.



"THE COMET," special daily train of "The Dallas Morning News," began operation over the Houston & Texas Central between Dallas and Denison in 1887. Shown on the platform of the first car is the late G. B. Dealey, then business manager of the newspaper.



DALLAS STREET SCENES show how the prairie village looked at the time of the arrival of the first train. Above is a view of Elm Street looking north on Ervay from L. J. Bartlett's livery stable in the 70's. Below is view of Dallas in 1872.





MODERN LOCOMOTIVES such as this GS-1 type with 4-8-4 wheel arrangement pull today's trains of the Southern Pacific Lines. In contrast with the 28-foot-long engine, weighing some 100,000 pounds, with tractive effort of 7,820 pounds, that brought the first Houston & Texas Central train into Dallas, the oil-burning, steam locomotive pictured above weighs 817,000 pounds, is 106 feet, 5 inches long, and has tractive effort of 74,710 pounds.

North Texas could not compete," the *Dallas News* writer explained. "The oxwagon freight rate of 20 cents per ton-mile made it impracticable to ship cotton or grain to distant markets. Small amounts of wheat and corn were sold to incoming settlers and to army posts, but these sales were almost negligible.

"Oxcart transportation, which had been used to bring the printing equipment of the *Dallas Herald* here from Paris in 1849, was slow as well as expensive. When the Crutchfield House was destroyed in the fire of 1860, six months were required for bringing lumber for the new building by oxwagon from Buffalo Bayou."

River navigation had failed to solve

this transportation problem, since sufficient money was not available for clearing and dredging the streams and for regularizing their flow. Packets plied the Trinity regularly only up to Liberty. Some went up as far as Magnolia, 10 miles west of Palestine; and a few ventured even farther. In 1868 a steamer had come up to Dallas from Galveston but had been more than a year on the way. It did not establish regular traffic, and the up-river communities were left without dependable transportation service.

Passenger travel was likewise primitive and was a drawback in attracting new settlers. There were many stage lines; but, though some of the coaches were drawn by four to six horses or mules,

with fresh teams obtained at stations along the route, the usual speed was only five to eight miles an hour. It took at least a fortnight to go from Dallas to St. Louis and back. The passenger paid 10 cents a mile and often had to get out and help lift the coach from a mud hole.

Railroad fever, which hit Texas within a few months after freedom was achieved at San Jacinto, was especially prevalent in the Dallas region.

"One snort of the Iron Horse reverberating over our prairies," wrote a farmer in 1866, "will wake to life the dormant energies of our rich and productive soil." The state encouraged railroad building with land grants that, between 1852 and 1882, made up an area larger than the whole state of Indiana.

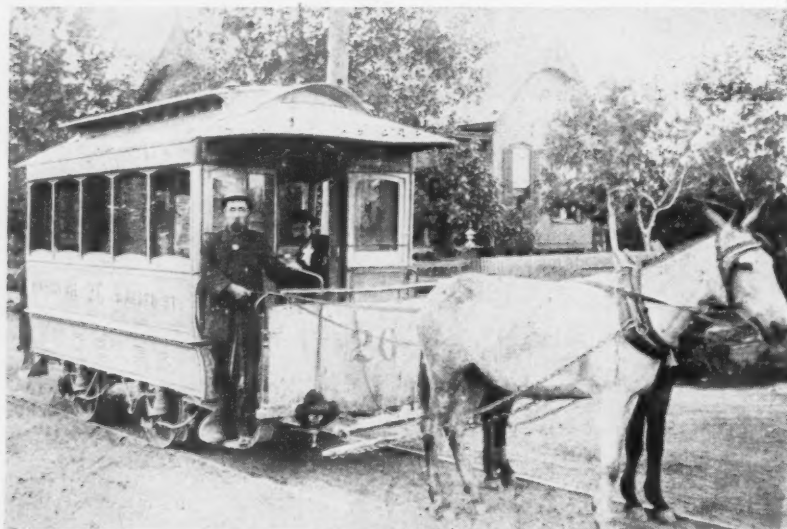
Dallas, though only a village then, vied with other North Texas communities to obtain the Houston and Texas Central. Its citizens offered subscriptions of money and land and were active in the Texas Legislature. M. M. Miller of Dallas County, for whom Miller's Ferry was named, bought \$50,000 worth of stock in the railroad company in 1857. In the following year the Legislature required the road to touch the Trinity River in Dallas County, and in 1870 it required the line to pass through this county.

Even then, Dallas' battle for a rail line was not yet won. When the railroad engineers began surveying a direct route from Corsicana to McKinney, running eight or nine miles east of Dallas, businessmen here raised \$5,000 in cash and offered this and 115 acres of land to have the line routed through Dallas. They also obtained the right-of-way three miles north and south of Main Street. These inducements led the railway company to skirt the east edge of Dallas, a mile from the business district. Later a switch was built to a freight house at Wood and Market.

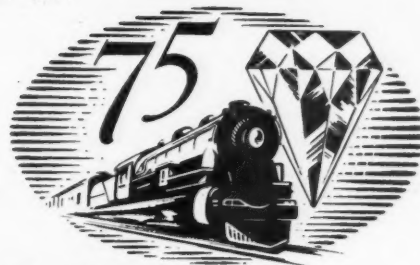
For Dallas, this victory was only a beginning. The growing town must have an east-west rail line and other roads to link

(Continued on Page 80)

MULE CARS similar to the one pictured below served as Dallas' first public transportation back in September, 1872. These 10-foot-long "dinkies" drawn by Mexican mules operated up Main Street from Austin, where the turn table was located, to what was then called Union Station at the Houston & Texas Central tracks. Stories in the *"Dallas Herald"* frequently told of passengers having to wait 30 or 40 minutes while the driver chased the mules to the Washington Street barns after they got loose while being switched from one end of the car to the other. President of the first company was Captain G. M. Swink. Capital stock was \$500 and rolling stock consisted of six mules and two mule cars—the John Neely Bryan and the Belle Swink, named for Captain Swink's daughter. Tracks ran a distance of one and one-eighth miles, and schedules called for 30-minute runs, "but no one ever expected it under 45."



DESTINY RODE INTO TOWN ON "THE IRON HORSE"...



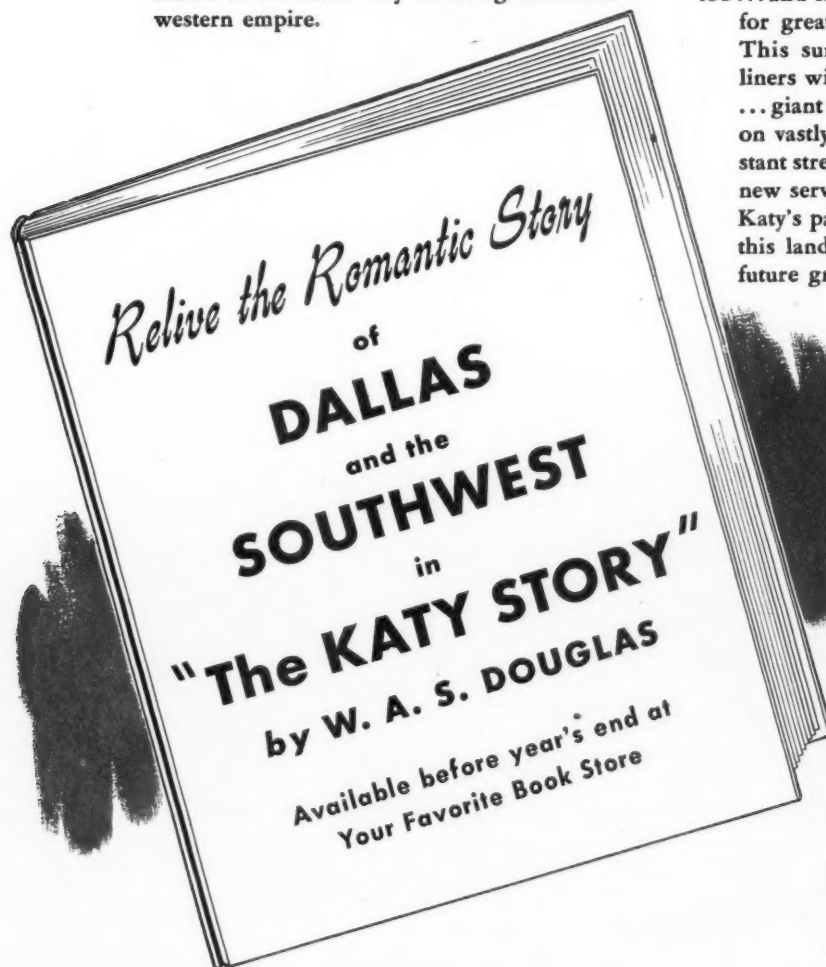
It was only a tiny cow town then... July 16, 1872 — and the railroad seemingly only pushing the crude roadbed a little farther into the wilderness of the Southwest.

But... there was greatness aboard that first snorting, puffing train... greatness for Dallas... the Southwest... America.

For this was the first artery bringing life-blood to the heart city of the great Southwestern empire.

Soon Katy, first to link Dallas with commerce from the North, opened "The Great Immigrant Route"... in poured people, materials, money... Northward went the cattle... and the rest is glorious history.

Now Dallas will pause to remember, before turning back to the self-assigned task of building... planning... growing. Katy remembers, too... and like Dallas and her people, plans for greater service in the days to come. This summer sleek new Katy Streamliners will speed along modern roadbeds... giant Diesels will be delivering freight on vastly improved schedules and a constant stream of new ideas, new equipment, new services will give ample evidence of Katy's part in the continuing progress of this land... proof of Katy's faith in the future greatness of the Southwest.

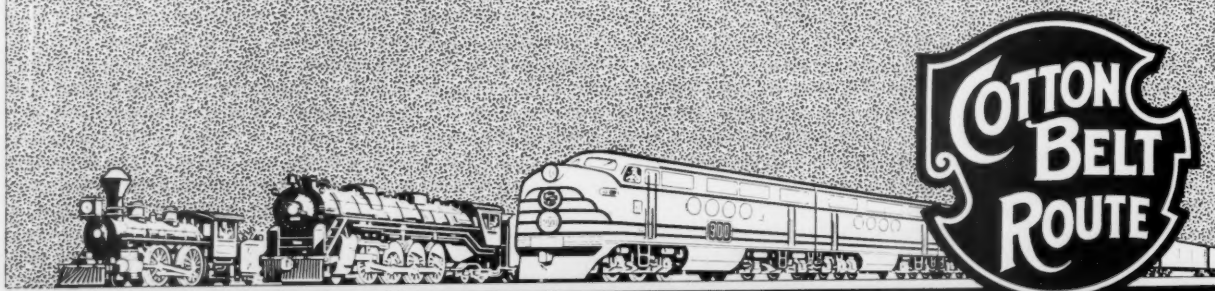


M. P. CURTIS, Div. Passenger Agent
Katy Lines
1303 Commerce Street
Dallas 1, Texas CE-1401

MISSOURI-KANSAS-TEXAS RAILROAD SYSTEM

Serving
DALLAS

"City of Progress"



PROGRESSIVE TRANSPORTATION

For Seventy Years

DALLAS...Key Rail Center of the Southwest

Seventy-Fifth Anniversary of Arrival of First Train
Accents Major Role of Railroads in Growth of City

DALLAS, a key center today on America's main lines of transportation, is a city which railroads have helped to build.

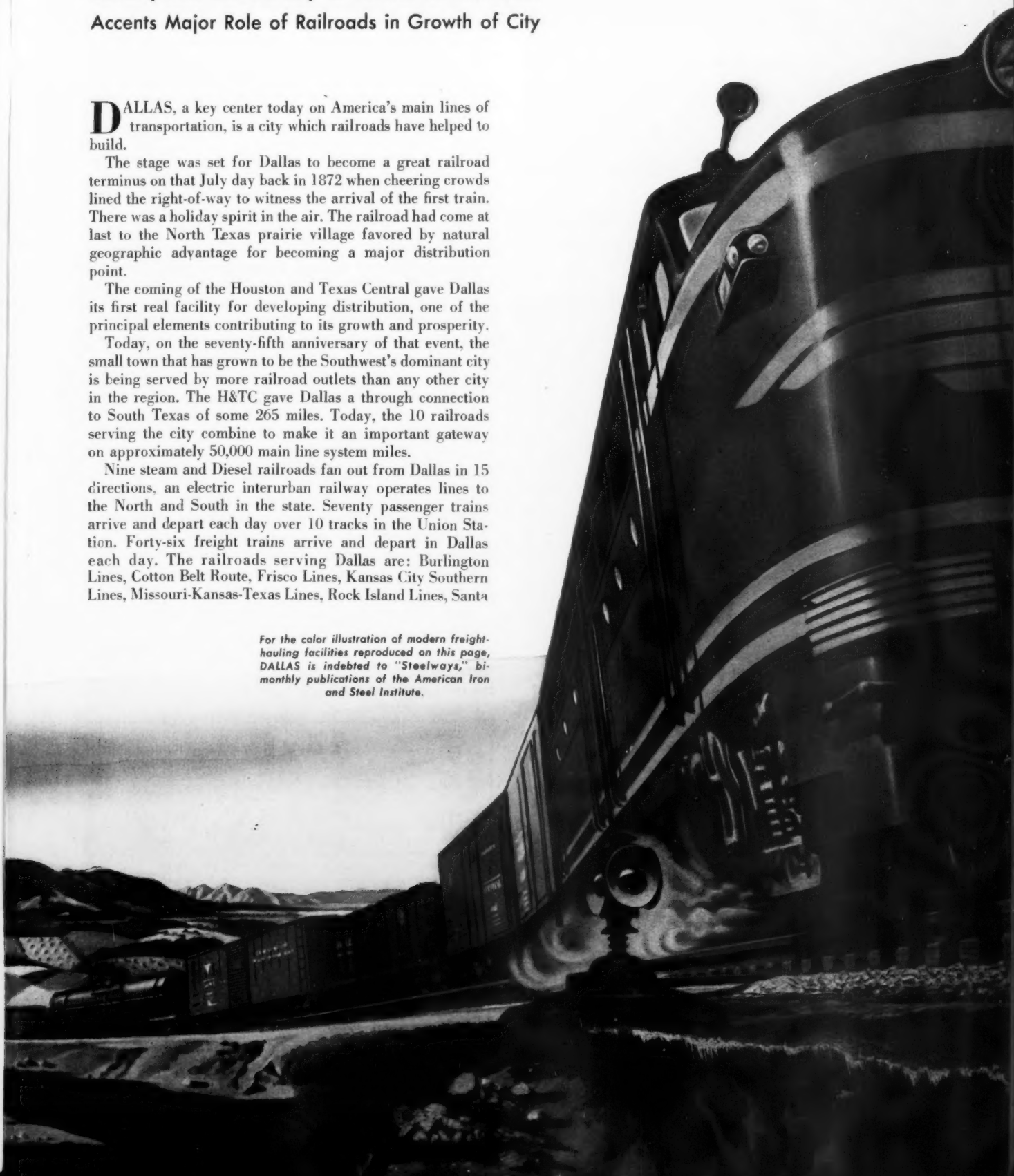
The stage was set for Dallas to become a great railroad terminus on that July day back in 1872 when cheering crowds lined the right-of-way to witness the arrival of the first train. There was a holiday spirit in the air. The railroad had come at last to the North Texas prairie village favored by natural geographic advantage for becoming a major distribution point.

The coming of the Houston and Texas Central gave Dallas its first real facility for developing distribution, one of the principal elements contributing to its growth and prosperity.

Today, on the seventy-fifth anniversary of that event, the small town that has grown to be the Southwest's dominant city is being served by more railroad outlets than any other city in the region. The H&TC gave Dallas a through connection to South Texas of some 265 miles. Today, the 10 railroads serving the city combine to make it an important gateway on approximately 50,000 main line system miles.

Nine steam and Diesel railroads fan out from Dallas in 15 directions, an electric interurban railway operates lines to the North and South in the state. Seventy passenger trains arrive and depart each day over 10 tracks in the Union Station. Forty-six freight trains arrive and depart in Dallas each day. The railroads serving Dallas are: Burlington Lines, Cotton Belt Route, Frisco Lines, Kansas City Southern Lines, Missouri-Kansas-Texas Lines, Rock Island Lines, Santa

For the color illustration of modern freight-hauling facilities reproduced on this page, DALLAS is indebted to "Steelways," bi-monthly publications of the American Iron and Steel Institute.



FOR EVERYWHERE
IDE THE TRAINS.



—Photographs by Thomas K. Cone, Jr.

Fe Lines, Southern Pacific Lines, Texas and Pacific Railway, and the Texas Electric Railway.

Home offices of the Texas & Pacific Railway, the Missouri-Kansas-Texas Lines of Texas, and the Texas Electric Railway are in Dallas.

Some 27-odd other railroads have off-line offices in Dallas.

This is how the railroads fit today in Dallas' broad pattern of industry, trade, and travel:

Texas & Pacific:

Among other things, the Texas & Pacific Railway is preparing to contribute a \$1,600,000 freight station to Dallas' expanding railroad facilities. This expenditure will represent the total investment in freight and car-pooling stations, land, tracks, and paving. The new freight station will face on Industrial Boulevard, with the T. & P. main line as the southern boundary, the Trinity River levee as the western boundary, and the Lamar-McKinney viaduct as the northern boundary. It will replace the 59-year-old Gould Building at Pacific and Griffin.

The Texas & Pacific has already opened for use its new automobile dock on lower Gaston. Constructed of treated timber, it has trackage accommodations for 14 carloads of automobiles. In addition, room is available at the end of the dock for the assembly of cars. More accessible to Dallas' automobile section, the Gaston dock has replaced one on Good.

T. & P.'s entire complement of switching locomotives in Dallas have been replaced this year by six 1,000-horsepower Diesel-electric switchers, resulting in cleaner, quieter freight switchings in the East and West Dallas yards, warmer cabs for the enginemen in winter, and improved view of track ahead and behind in all seasons.

On order is new passenger equipment of the luxury-comfort type. Already in service are the four 4,000-horsepower Diesel-electric engines which eventually will pull T. & P.'s two streamlined passenger trains, "The Texas Eagle," between El Paso and New York, and "The Louisiana Eagle," between Fort Worth and New Orleans. They were built for the T. & P. by the electro-motive division of the General Motors Corporation. Sleeping cars for the "Eagles" are under construction in the Pullman-Standard Car Manufacturing Company shops in Chicago and are promised by the manufacturer for delivery in time to be put into service in October, with deliveries beginning in August. The lounge, mail, express, baggage cars, and coaches for the "Eagles" are being built by American Car & Foundry at St. Charles, Mo., which promises to make delivery of all of the cars by December, with the first cars due to arrive in October.

During 1947 to date the Texas & Pacific has made seven new services available to passenger and freight customers.

"TRAINS FOR EVERYWHERE," a huge sign at Dallas' Union Station proclaims by way of citing the city's position as one of America's leading rail gateways. Pictured at left is a busy Dallas rail intersection at the east end of the terminal passenger yard showing the junction of tracks of the Texas & Pacific, Katy, Cotton Belt, Frisco, Rock Island, and Burlington. Shown at right is a Texas & Pacific passenger train leaving Dallas for Fort Worth and passing beneath a centralized traffic control signal system.

All are available in Dallas, and most of them throughout the 1,800-mile T. & P. system from El Paso on the West to Texarkana and New Orleans on the East. Among these is a teletype service giving direct connections from the general offices in Dallas to T. & P. freight and passenger agents in 10 major United States cities: New York, Chicago, Pittsburgh, Cincinnati, Detroit, Atlanta, Birmingham, Phoenix, Los Angeles, and San Francisco. Operating on an around-the-clock basis, these new direct teletype connections expedite placement and clearance of passenger reservations as well as give shippers and consignees up-to-minute reports on shipments, plus notification when and where shipments are delivered to other lines.

The new services also include educational tours on the T. & P. lines for youth groups and adult organizations. For instance, the Texas Railroaders, a Dallas model train club, recently chartered a special car to go from Dallas to Fort Worth to inspect the T. & P. Lancaster yard and shops.

The T. & P. was the first railroad to inaugurate credit cards in the West as a service to make trips more comfortable and convenient for the frequent traveler. More than 3,500 credit cards have been issued since this service was started last February. The railroad is also making an appeal to coach passengers with a new economy-priced, dining-car meal plan.

Other new services include complimentary coffee to all passengers on all T. & P. trains carrying diners, twice daily, at 10 a.m. and 3 p.m.; portable radios, available at a nominal rental fee to all sleeping car passengers; and a hotel room reservation plan for any passenger requesting this service,

COVER

Among original engines used on the Houston & Texas Central after the line was extended to Dallas in 1872 are the three early-day locomotives pictured on the cover of DALLAS. At top is shown H&TC's No. 33, named for C. S. Longscope, early citizen of Houston and a pioneer railroad builder. This locomotive was a wood-burner, was built in 1872 by the Rogers Locomotive Works, was known as type 4-4-0, and was dismantled in 1910 when the Southern Pacific took over the H&TC.

Another wood-burner, built by the Cooke Locomotive Works and put in service in 1872, was H&TC's No. 467, shown in center, which was named for J. F. Crosby, an early officer of the railroad. Known as type 0-4-0, it was also dismantled after the Southern Pacific acquired the line. No. 2, pictured at bottom, was built by Rogers Locomotive Works in 1869. This engine, known as type 0-4-0, was used early in the construction of the H&TC from Houston to Dallas and is believed to have hauled trains over the line after it was completed. When the line was acquired by the Southern Pacific, this locomotive was converted into a switch engine and used at the Houston Southern Pacific shops until it was dismantled in 1935.

available for 12 cities—Chicago, Boston, Philadelphia, Washington, El Paso, St. Louis, New Orleans, Fort Worth, Atlanta, Los Angeles, New York, and Dallas.

Southern Pacific:

The Southern Pacific Lines today have 335 employees on the job in Dallas handling its various freight and passenger facilities. They are paid an aggregate of some \$835,700 annually.

S. P.'s service to Dallas includes three passenger trains daily in each direction between this city and Houston. Among them is the Sunbeam streamliner, operating as trains 13 and 14 between Dallas and Houston and providing fast, non-stop service, running the 265-mile route in 265 minutes. The Hustler consists of streamlined passenger equipment and, in addition to Dallas and Houston, serves intermediate stations, providing fast daylight local passenger service. Overnight service to intermediate towns is provided by the Owl, which consists of conventional Pullmans, chair cars, and mail and baggage cars.

For the handling of freight traffic, Southern Pacific owns and maintains two freight yards in the Dallas terminal—Miller Yard and Dallas Yard. Miller Yard is used principally for the switching of cars into and out of trains originating at Dallas or destined Dallas. Dallas Yard is used principally as a receiving and dispatching point for industrial cars, carloads of produce, and for the switching of cars to and from the Canton Street freight station, located only a short distance from Dallas (Eakin Street) Yard. To facilitate the handling of cars in the terminal, nine yard engines are employed at Miller and three yard engines at Dallas.

The Dallas division of Southern Pacific operates four through freight schedules per day through Miller Yard, all handling tonnage to and from Dallas. Two operate through Dallas from Houston to Denison, and two through from Denison to Houston.

An enginehouse terminal and car repair terminal is main-

VACATION-BOUND, scores of travelers are pictured boarding this Frisco passenger train at Dallas.



DIESEL-ELECTRIC switch engines are now used exclusively by the Texas & Pacific Railway to shuffle freight cars over the rail network of its East and West Dallas yards and the numerous industrial tracks which serve scores of business houses in the city's downtown district.



DALLAS' UNION STATION, above, built in 1916, will soon undergo a remodeling program, including replacement of the stairs with escalators and a tunnel-ramp system. Texas Electric Railway, below, operates 56 high-speed, passenger trains daily over its Denison and Waco lines.



tained by Southern Pacific at Miller for servicing of cars and engines in the Dallas terminal.

Southern Pacific Transport Company operates two freight truck schedules daily from Dallas to points on the Paris subdivision and also two freight truck schedules daily from Dallas to points south. These schedules are coordinated with rail schedules to provide double daily or overnight service to and from all points in the Dallas trade territory served by Southern Pacific.

Rock Island:

Growing importance of metropolitan Dallas as an industrial center of the Southwest is recognized by the Rock Island Lines with the railroad expansion of freight and passenger facilities and services in the city since the end of the war.

Even before V-J Day, the Rock Island placed orders for new equipment, including an order for 57 new streamlined passenger cars of the Rocket type at a cost of approximately \$5,500,000. Deliveries of the new lightweight cars were begun last March, and three of them have already been assigned to the road's streamliners operating in Texas.

Among the new cars is a 68-seat reclining chair car, named in honor of the City of Dallas, which is now in daily service on the Texas Rocket operating between Dallas, Fort Worth, Oklahoma City, and Kansas City. Rock Island officials have announced that as soon as deliveries are made by the Pullman Standard Car Manufacturing Company, new all-room, lightweight sleeping cars will be assigned to the Twin Star Rocket for through service between Houston, Dallas, and Minneapolis. These cars will supplement the sleeping cars now in operation on the Twin Star Rocket between Houston, Dallas, and Kansas City.

Since the end of the war the Rock Island has also expanded and speeded up its Dallas freight service. High point in this development has been the inauguration of its Rocket freight service between Dallas, Kansas City, and Minneapolis, over the road's Mid-Continent route, and between Dallas and Chicago on the Mid-Continent and Golden State routes.

These high-speed freight trains, powered by new 4,050-horsepower Diesel-electric locomotives, provide third-morning delivery between Dallas and other Texas cities and northern terminals, and second morning delivery between Texas and Kansas City. To expedite their movement, the Rocket Freights are being equipped with front-to-rear radio



TEXAS ZEPHYR, inaugurated by the Burlington as the first Diesel-electric streamlined train from Dallas through the Texas Panhandle and New Mexico to Colorado, has been serving Dallas since August 22, 1940, with an overnight run to Denver.

communications, and also communications between the trains and the dispatcher's offices of principal terminals.

Another step in the expansion of the Rock Island's freight service in Dallas has been taken with the announcement of plans to build a large freight station in the Trinity Industrial District. Plans for this station are now being drawn in the railroad's engineering offices in Chicago. The new station estimated to cost \$135,000 will be located just west of the Lamar-McKinney underpass adjacent to the Rock Island's main line. Although the Rock Island has operated in Dallas for many years, it has never built its own freight station but has used those of other lines. The railroad is now building trackage from its main line into the Trinity Industrial District to serve new industries located there.

An important factor in expediting Rock Island passenger and freight service through Texas has been the installation of over 110 miles of new signal systems north of Dallas. Of special importance in handling increased traffic is the recently completed 30 miles of centralized traffic control between Dallas and Fort Worth, a system whereby all signals and switches are handled by remote control from a central control station. Through the centralized operation of switches and signals from a central station, the track capacity of a heavily traveled single track route is increased about 75 per cent. The Rock Island also recently completed 80 miles of



SUNBEAM, Southern Pacific's million-dollar streamliner, is shown leaving Dallas for a run over the 265-mile route to Houston in 265 minutes as compared with a 16-hour run for the same trip by H&TC's "fast" trains of the 70's.



TWIN STAR ROCKET, Diesel-powered streamliner operating daily over Rock Island's Mid-Continent route between Houston and Minneapolis via Dallas, was named for the Lone Star State of Texas and the North Star State of Minnesota.

automatic block signals between Fort Worth and the Texas-Oklahoma state line.

Katy:

The dramatic arrival of Dallas' first railroad train 75 years ago was reenacted a few months later at tiny, bustling Denison on the Red River. The Missouri, Kansas & Texas Railway, building south from the Indian Territory, had crossed the Red River and established a southern terminal at a point 4 miles south of the crossing. The terminal was named Denison after George Denison, an official of the M. K. & T.

Then, on Christmas morning of 1872, a tiny, wood-burning locomotive wheezed across the river and into Denison, the first train to enter Texas from the north. History has all but forgotten the first train's arrival except for the information that Pat Tobin, a small, wiry Irishman, was at the throttle and was greeted by a cheering crowd as he braked his little locomotive to a stop at the new frame station.

Pushing on, the Katy extended its rails to Dallas. Pushing northward from Dallas, the Houston and Texas Central reached Denison, joining the Katy there in 1872. This meeting of the two railroads at Denison gave the nation its first north-south transcontinental line.

During the three quarters of a century since the Katy first entered Texas at Denison, the railroad has expanded and improved its facilities in step with the growth of Dallas and the remainder of Texas. Last month, seven huge 4,500-horsepower Diesel freight locomotives, fresh from the shops of the electro-motive division of General Motors Corporation, were placed in regular service by the Kate to keep commodities rolling at express train speeds to and from the Gulf Coast and the St. Louis gateway. Diesel switchers, powerful far beyond their size, today busily sort freight cars and make up trains in the Dallas Katy yard. Within two years, the Katy's management expects to have the railroad completely dieselized.

Before the end of 1947, the Katy hopes to place streamlined, Diesel-powered passenger trains in service on the Texas Special route between Texas and St. Louis, designed to cut hours off the present schedule and give Dallas and the



KATY'S AND FRISCO'S new 4,000-horsepower streamlined Diesel-electric passenger locomotive which will haul the soon-to-be-delivered streamlined "Texas Special" between Texas and St. Louis. The locomotive is pictured at Dallas' Union Station.

Southwest one of the finest luxury trains in the nation. This equipment is now on order.

The Katy has also added the credit card travel system, one of the more important railroad present-day innovations, whereby card-holders may take their trips first and pay later.

Since it first linked the Lone Star empire with the North by rail, the Katy has developed a rail line now cutting through the geographic heart of Texas from the Gulf to the Red River. Proudly calling itself the "Hometown Railroad of the Southwest," the Katy has through the years added new roadbed, new equipment, new facilities, and its officials now point to still newer plans for the future, drafted to help give Texas travelers and shippers better railroad service.

Santa Fe:

The Gulf, Colorado & Santa Fe Railway, which owes its existence to a quarrel between the cities of Houston and Galveston that began in the early 60's when there was but one road connecting the two points, today serves Dallas with 40.18 miles of trackage within the city.

It brings freight direct to the heart of the downtown area, running the cars by subway beneath the Santa Fe Terminal

SANTA FE RAILWAY roundhouse and yard office in East Dallas at Hickory and Santa Fe Streets.





DALLAS OFFICE of Railway Express, pictured above, handled 210,000 shipments last month. The Dallas operation includes a fleet of 72 trucks and a staff of 128 drivers on the average. W. B. Harris is general agent in charge of the Dallas office. W. W. Grove is division superintendent.



DALLAS FREIGHT OFFICE and terminal warehouse of the Cotton Belt at 910 Young Street is pictured at top. Freight depot of Kansas City Southern's Louisiana & Arkansas Railway is shown at bottom. These facilities at 1000 Young are also used by the Frisco and Santa Fe.



Buildings. Santa Fe property in Dallas at the present time also includes the East and West Dallas yards and the Young Street yard serving the downtown facilities by tunnel.

In preparation for the opening of new industrial areas in Dallas, the Santa Fe has built a spur into the Dealey Estate on Commerce Street in West Dallas, a development now in the formative stage.

Also in the future is the establishment of Dallas as one of the main terminal points for Santa Fe Skyways, wholly-owned Santa Fe subsidiary. The application for the operation of Santa Fe Skyways as a common carrier is now before the Civil Aeronautics Board. Its approval by CAB will mean additional air service for Dallas along with Santa Fe rail facilities, with planes leaving Dallas West for the Pacific Coast and East for Chicago.

The Santa Fe terminal buildings are on a site where the Santa Fe maintained a passenger station until the road went into the Union Station in 1916. The project comprises four units extending from Commerce to Young—a combined 20-story office building and 10-story loft, a 10-story warehouse, and two warehouse units of eight stories each. Unit No. 1 fronting on Commerce was sold to the United States Government in September, 1942, to house the Eighth Service Command headquarters and is now the home of the Dallas branch of the Veterans' Administration. Main tenants of Unit No. 2 include the Dallas Transfer & Terminal Warehouse Company and the Pittsburgh Plate Glass Company. Atop this unit are the penthouse studios of Radio Station WFAA. Most of Unit No. 3 is occupied by the United States Cold Storage Company, which offers cold storage warehouse facilities, and by Wilson & Company, which besides storing its products also processes some of its meats in the building. There is a basement with tracks and loading platforms under all buildings.

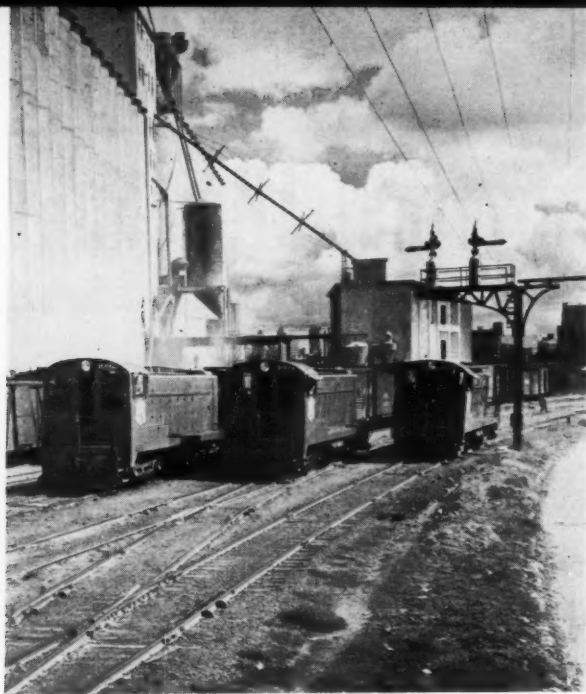
The Santa Fe entered Dallas by completing a partly built line from Cleburne to Dallas which it purchased in 1881 from the Chicago, Texas & Mexican Central Railway Company. That same year it extended its route from Galveston to Fort Worth.

Santa Fe history dates from the days of mild yellow fever epidemics along the Gulf Coast each summer. Whenever it was rumored that the fever had appeared, Houston business interests would promptly get a quarantine declared on all passenger and freight traffic on the one railroad connecting Galveston to Houston, thus isolating Galveston business from mainland markets. Because of this, Santa Fe historical records reveal, Galveston business men decided to build their own railroad into the interior, bypassing Houston. Although the road was chartered May 23, 1873, it was not until 1875 that President Henry Rosenberg turned the first shovel of dirt in Galveston.

Burlington:

Serving Dallas since 1925, Burlington Lines' traffic offices have increased their passenger personnel in Dallas by 400 per cent during this period. Recently, C. G. Kersey, a staff addition, set up headquarters in Dallas as district passenger agent and is in charge of passenger movements for Texas and parts of Arkansas, Louisiana, and Oklahoma.

Burlington's streamliners between Dallas and Houston date back to October 1, 1936, when President Ralph Budd inaugurated the Sam Houston Zephyr service with a Diesel-electric streamline train on a 4-hour and 10-minute schedule, later reduced to 4 hours. It was then and is said to be now the fastest train not only in Texas but in the Southwest. Today it makes the 250-mile run in 240 minutes with intervening



BATTERY OF DIESEL switching locomotives which were delivered to Katy's Dallas yards recently to complete the dieselization of the Missouri-Kansas-Texas Railroad yards in the city.

stops in the Dallas trade territory. Since its inaugural, the Sam Houston Zephyr has been enlarged to more than double its original capacity. In 1937 a sister train, the Texas Rocket, began daily round-trip service between Dallas and Houston on the same schedule.

The Texas Zephyr of the Burlington Lines established the first Diesel-electric streamline service from Dallas through the Texas Panhandle, and New Mexico to Colorado. This train has served Dallas since August 22, 1940, with overnight service to Denver.

Burlington has stepped up its freight schedules along with the expansion of its passenger service. From one-train, turn-around daily freight service into Dallas in 1925, the railroad now operates four through, time-card freights daily, with supplemental local and extra service.

"Recognition of the importance of the Dallas territory and its place in Southwest commerce by officials of the Burlington Lines has been responsible for the railroad's growth along with Dallas," said E. C. Kuykendall, general agent at Dallas for the Burlington Route (Fort Worth and Denver City Railway Company, the Wichita Valley Railway Company, and the Burlington-Rock Island Railroad Company). R. A. Craig is assistant general freight and passenger agent at Dallas for the Burlington Lines.

Texas Electric:

Texas Electric Railway Company's two high-speed interurban railway routes out of Dallas—a line 77 miles north to Denison and one 97 miles south to Waco—combine to form a continuous electric interurban railway system exceeded in length by only one other interurban service in the United States.

Some 6,000 persons ride the 56 passenger trains which operate daily over the Texas Electric lines in and out of Dallas. Many of these riders commute to their business in Dallas from suburban towns. Some of the passenger cars carry railway post offices, in which mail is sorted en route.

Texas Electric, which had its beginning in the 10-mile Denison and Sherman Railway that began operation May 1,

1901, went into the freight business in 1928. Today handling considerable carload and less carload freight, the line provides for double daily service to all points by electrically operated freight cars designed especially for the handling of packages and general merchandise. Special facilities are used in handling petroleum, cotton, and onions, and many cars of these commodities are interchanged with the various steam railroads.

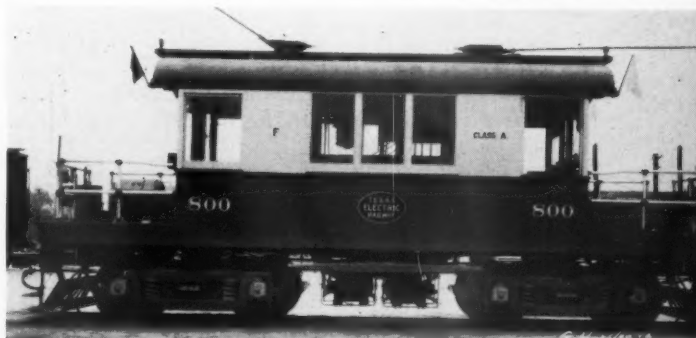
Texas Electric's Dallas freight terminal occupies an entire block, bounded by Young, Market, Wood, and Record Streets. From this depot merchandise cars for San Antonio, Houston, and the Rio Grande Valley depart daily. The company's shops, where interurban cars and electric locomotives are constructed, maintained, and repaired, are located in South Oak Cliff.

An independently owned and operated company, Texas Electric employs some 300 persons. The majority of its stock is owned by citizens of Dallas and vicinity. Its executive staff, headed by James P. Griffin, are Dallas residents.

Cotton Belt:

The St. Louis Southwestern Railway Lines (Cotton Belt), which began serving Dallas in 1892, when a contract was

(Continued on Page 79)

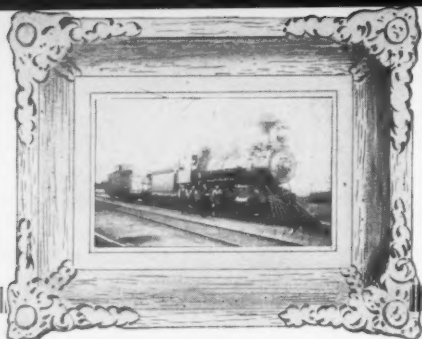


ELECTRIC LOCOMOTIVES of the Class A type pictured above are used by the Texas Electric Railway to haul its freight trains. The car is a standard model first used in 1928 when the Texas Electric began carrying freight.



FREIGHT STATION of Southern Pacific at 2300 Canton is shown at top. Cotton Belt engine is pictured at bottom on turntable at Union Terminal Company roundhouse, used by all railroads serving Dallas, except the Katy and the Texas & Pacific, which have their own.





MODERN ENGINE of the early 90's, H&TC's No. 130 pictured above was a coal-burning locomotive which handled trains between Houston and Dallas and from Hearne to Denison after extension of the line to the latter point.

Terminal Merchant

By Mary Fletcher Cavender

AS the Houston & Texas Central Railway was being built north to Dallas from Houston, the towns which were terminals at various stages of the construction boomed briefly. Then, when the railhead was extended to another point, the merchants would pack up and move on to the new terminus, there to re-establish themselves for a few months in the thriving new town.

The terminal merchants' last short stop was Corsicana, for when the H&TC reached Dallas on July 16, 1872, most of them followed the railroad to Dallas, here to establish themselves permanently.

There are several Dallas firms in existence today which had their beginning on the H&TC in its pioneer days. Among these are Huey & Philp Hardware Company, Volk Brothers, Sanger Brothers, Schoellkopf Company, E. M. Kahn & Company, and Padgitt Brothers Company.

Probably the last surviving terminal merchant is Jesse D. Padgitt, who as a boy shook hands with Sam Houston, and knew the famous Confederate hero, General J. Bankhead Magruder. He is also the last survivor on two other scores, for the 95-year-old, brown-eyed leather merchant is the only remaining member of the building committee for the First Presbyterian Church, and was recently presented with a sheep's skin testimonial of appreciation from the officers of that church for his 78 years service in Presbyterianism. And he is the last of a group of Dallas business men who, in 1885, subscribed \$25,000 as an investment in stock to bring about the establishment of "The Dallas Morning News."

Now the great-grandfather of 13, Mr. Padgitt has a lot of memories from his youth when he sold the old "Galveston News" on the streets of Houston during the Civil War. When, several years later, he heard that A. H. Belo and Company, publishers of the Galveston News, wanted to start a paper in Dallas, he eagerly joined the subscription list.

Born in Tennessee in 1851 in a town that was "full of Padgitts," Jesse Padgitt moved to Texas when he was only three. His ancestors had been saddle and harness makers as long as anyone could remember, and he learned the trade from his uncle in Houston. While he was in his early teens, he struck out with his two older brothers following the H&TC. That was at the time the railroad started building northward from Millican in 1867. Seldom did the merchants stay more than a few months in each town. North to Bryan, then Calvert, Kosse, Groesbeck, Corsicana, and finally Dallas they came.

His eyes lit up as he told of their arrival in Groesbeck. They had several hundred dollars in silver in a sack and were to spend the night at the hotel. The hotel had been, as most of the buildings, thrown up for the hurried arrival of the merchants, and had no doors. After some consternation, the brothers finally decided to get a local storekeeper to hide their sack of silver in behind his drygoods for the night.

When they built the Padgitt saddle and leather store in Groesbeck, it was located near a gambling house and saloon. The walls were only of flimsy lumber, and sometimes a .45 slug would smash through three buildings before spending its force. He laughed and recalled that it was necessary to take a bar of soap to the creek in order to bathe, and that ice cost 15 cents a pound.

Businessmen in early Dallas followed a different pattern than they do today, Mr. Padgitt points out, for the merchants would arise before day and go to the wagon yards and other places where they would solicit business from cattlemen, freighters, and others. Returning home for breakfast about 6:30 a.m., they then went to their shops for a ten-hour day of serving customers. Dallas was a crude, overgrown village after the boom days when the H&TC arrived. Western trade centered in the town, and the streets were muddy and filled with wagons piled high with hides and other products brought to town for sale. Business was brisk and \$40 saddles sold as fast as the Padgitt brothers could make them.

Mr. Padgitt recalls that pistol holsters also were in demand, as everyone wore one or two revolvers. Most of the men were peaceful, however, and wore them only to protect their goods or money on long trips across lonely country which robbers sometimes infested.

Now, 75 years later, Mr. Padgitt still goes to his store—Padgitt Brothers Company, 1020 Commerce—every day and claims he gets 52 vacations every year. "From Saturday until Monday is as perfect a vacation as anyone could wish," he declares. His daughter, Mrs. Foster Lytle, manages his home for him; his chauffeur takes him any place he wants to go, and his cook knows what he likes to eat best. Being happy is a vacation, and for 95 years, Jesse D. Padgitt has known how to be happy.

PICTURED is 95-year-old Jesse D. Padgitt, president of the Padgitt Brothers Company. Associated with him in the Padgitt organization are his two sons, R. Edgar Padgitt, vice president, and J. Durrell Padgitt, secretary and treasurer.



HARRY WHITING

Chose this Skyline



In 1939, Harry Whiting already had thirty-three years of railroading behind him — years he had put to good account in climbing from telegraph operator to Executive General Agent for the L&A at Dallas.

Then the KCS and the L&A joined for better service to the Southwest. Harry had a choice . . . to remain in Dallas as District Freight Agent or go to another inviting post with his expanded system. He knew what he wanted. It was Texas generally, and Dallas specifically!

Dallas — already an industrial giant—is growing rapidly. In the midst of a rich agricultural area, this clean-cut metropolis of the plains has become a wholesale, manufacturing and distributing center of national scope. An oil city without production, Dallas looms large in the petroleum industry because of its strategic location. With many railroads, highways and airlines converging there, it is one of America's most attractive and popular convention spots.

Harry Whiting's affection for our Dallas territory has brought more than personal satisfaction. It has brought business to his railroad — traffic that is helping Kansas City Southern Lines (Harry Whiting and all of us) in plans for greatly improved transportation for the Southwest.

JOHNSON O. COUCH
Asst. Vice Pres.— Traffic
Kansas City, Mo.

GUY B. WOOD
Vice Pres.— Traffic
Kansas City, Mo.

OUR DALLAS OFFICE
1107-8 Southland Life Bldg. Annex
Tel. Riverside 9234

Harry R. Whiting . District Freight Agent
Wm. C. Schmidt . Commercial Agent
G. Earl Condray . Commercial Agent
Sam C. Kennedy . Trav. Freight Agent

O. J. (John) Day . City Freight Agent
Fred H. Champion . . . Chief Clerk
Ottie Fowler Secretary
J. Leslie Moore Rate Clerk
Julia Hayes Stenographer



IT'S THE Southern Belle

STREAMLINED • AIR-CONDITIONED
between KANSAS CITY and NEW ORLEANS

One of a series of advertisements appearing in the magazine Traffic World



Extensive Rail Service Planned For Trinity Industrial District

BACK in 1929, a number of railroad officials were looking over that large area in Dallas adjoining the Trinity River known as the Levee District. Industrial Boulevard was then just a dream, and Commerce Street a narrow road which was flooded with each rise in the river.

When the group reached the proposed intersection of the two thoroughfares, L. A. Stemmons, president of the Industrial Properties Corporation, prophesied that within 20 years the intersection would be the busiest in Dallas. The late Dan Upthegrove, then president of the Cotton Belt Lines, looked at him a moment and said, "Les, you're not serious?"

"I was never more serious in my life,"

was the reply. Mr. Upthegrove gazed upon the wilderness about him and with a shake of his head exclaimed, "Good gosh, from cockleburs to congestion!"

What has happened since was strikingly summarized in a newspaper item last fall which pointed to the necessity for installing a special type of traffic lights at "the busiest intersection in Dallas—Commerce Street and Industrial Boulevard."

The intersection is the gateway to an industrial area rapidly expanding in development where adequate transportation facilities are a major requirement. Rail service was one of the first problems to be considered when the Industrial Properties Corporation in 1928 began the

UNIQUE TRACK LAYOUT is a dominant feature of distribution facilities being developed for the Trinity Industrial District, whose boundaries are indicated approximately by the dotted line. Shown are sites for two major railroad projects in the area: (1) Freight center of the Texas & Pacific Railway, to cost approximately \$1,600,000; and (2) freight station of the Rock Island Lines, to cost about \$50,000.

planning of the Trinity Industrial District.

After numerous conferences between officers of the Industrial Properties Corporation and representatives of the various railroads, it was agreed in general that the Rock Island would serve those properties located in the Trinity Industrial District lying east of Industrial Boulevard and that the Texas & Pacific and the Cotton Belt jointly would serve those properties in the district lying west of Industrial Boulevard.

In 1931, the Texas & Pacific and the Dallas Terminal Railroad and Union Depot Company, a part of the Cotton Belt System, constructed trackage from the T. & P. main line near the east levee to a

point north of McKinney-Lamar Street. This track was practically unused for many years, but in 1946 with the actual opening of the Trinity Industrial District the track was extended along the east levee approximately a mile and a half. Industry leads were constructed in the rail easements between the streets. To date, the cost of trackage installed by the Texas & Pacific and the Cotton Belt has been in excess of \$100,000, and, before the entire area is completely developed, it is contemplated that these railroads will spend many times this sum.

At the present time, the Rock Island Lines are constructing a lead track in the area north of Longwood Street and east of Industrial Boulevard, and from this are building industry sidings to serve the new plant of the Uvalde Construction Company, located at Longwood Street and Hiline Drive. Grading is now in progress for tracks to be constructed to serve the new Slocum Electric Company, Pi-Do Corporation, and the Houston and North Texas Motor Freight lines sites on Elder Street and to serve properties fronting the east side of Industrial Boulevard. Additional tracks will be constructed later to serve the entire area. Trackage constructed and being installed in the Trinity Industrial District by the Rock Island will cost approximately \$200,000.

Future construction is expected to more than double this figure.

The track layout in the warehouse and light industrial area of the Trinity Industrial District is described as one of the most modern ever devised. Rights-of-way 53 feet in width extend along the rear of the properties. These rights-of-way provide sufficient space for a lead track, with industry sidings on each side, and a utility easement. Industries may be served directly from the industry sidings with-

out the tracks ever touching the industry's property. Other advantages pointed out for this particular layout are that sites as small as a 45-foot lot can be served with trackage and that, although trackage is not required at this time, it will always be available in the future.

Wherever possible, tracks as well as streets are being depressed below the level of the ground so that a building erected at ground level will be at both car, door and truck bed levels.

CHAPPELL, STOKES AND BRENNEKE

CONSULTING ENGINEERS

INDUSTRIAL PLANTS • MUNICIPAL IMPROVEMENTS • STRUCTURAL DESIGNS

312 BURT BUILDING

— DALLAS —

RIVERSIDE-2837

Edwin Jankus

TAILORS — IMPORTERS

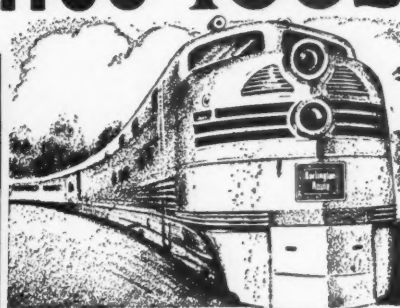
313-A NORTH AKARD — DALLAS, TEXAS

C-2584

Serving Texas Since 1882



Burlington Route



The Zephyr Route Texas to Colorado

Sam Houston Zephyr

HOUSTON - DALLAS - FORT WORTH

"250 Miles in 240 Minutes"



Texas Zephyr

DALLAS - FORT WORTH - DENVER

Overnight to Colorado

BURLINGTON LINES • Everywhere West

Chicago, Burlington & Quincy Railroad • Colorado and Southern Railway • Fort Worth and Denver City Railway
The Wichita Valley Railway • Burlington-Rock Island Railroad

AN ESSENTIAL LINK IN TRANSCONTINENTAL TRANSPORTATION

Gift Show

**Ten Factory Representatives
Join Hands in One of Nation's
Finest Merchandising Centers**



—Photographs by Thomas K. Cone, Jr.

FORMAL opening last month of the new quarters of Associated Displays, Inc., on the third floor of the second unit of the Santa Fe Building marked the conversion of a drab warehouse area into a \$100,000 wholesale giftware mart ranked among America's finest in beauty and size.

Buyers and merchants from all parts of the Southwest were on hand for the opening exhibit of gift china, lamps, glass, pottery, and home accessories. Present for the opening also were many officials of companies whose products are represented in the cooperative display which had a modest beginning several years ago in a small Pacific Avenue building.

With their new merchandising center, members of Associated Displays, Inc., are adding an annual \$5,000,000 to

\$7,000,000 volume to the Dallas giftware market. The cooperative enterprise consists of ten factory representatives with more than 60 lines of gift wares.

Members of Associated Displays are G. Gregory Rodgers Associates, Ralph W. Smith, Fred and Tommie Carroll, Ray-Salsbury Company, Saubert & Lamont, Inc., Gilbert J. Lehman, Robert O. Drake Company, F. A. B. Sales Company, James R. Melton, and Brown Kendrick Associates. President of the group is Harlan Saubert.

Including representatives from practically every large department store in the Southwest, nearly 500 buyers and retailers attended Associated Displays' opening market from 12 states and the District of Columbia.



RAY-SALSBURY COMPANY—Fine crystal and holloware are among the lines represented by Allen Ray, left, and Alf E. Salsbury, who are pictured in their individual display room which they designed themselves.



GILBERT J. LEHMAN—Mrs. Ruby Robertson, center, buyer for A. Harris & Company, gives an opening day order for some fine giftware after looking over the lines handled by Gilbert J. Lehman, right. Mrs. Lehman is at left.

For their new center, Associated Displays leased the entire third floor of the Santa Fe Building's second unit. Members spent approximately \$100,000 for the installation of year-round display facilities, modern lighting effects, and air conditioning. The warehouse area was redecorated completely, with glass-front show rooms designed for attractive display of the lines of the various member firms. Each of the factory representatives designed his own particular setting for his lines.

For the official opening, many manufacturers represented by the group sent advance showings of new merchandise for display for the first time. This evidenced recognition on the part of the manufacturers of the importance of the Dallas wholesale gift market, said Mr. Saubert. Included in the first showings were imports from all parts of the world.

The Associated Displays members were hosts at an opening reception to Dallas civic and business leaders and customers of the market.

The high-ranking officials of gift manufacturing firms who attended the opening included: E. H. Haeger, president of Haeger Potteries, Inc., Dundee, Ill.; M. A. Hanse, president and general manager of Lotus Glass Company, Barnesville, Ohio; Lewis K. Evans, secretary, treasurer, and sales manager of Duncan & Miller Glass Company, Washington, Pa.; Jack Raedecker, district manager at Chicago for the Duncan & Miller Glass Company and the Lotus Glass Company; Bill Moll, central states divisional manager at Cleveland for the Duncan & Miller Glass Company and the Lotus Glass Company; Tom Judge, factory superintendent and sales manager of the Pope-Gosser China Company, Coshocton, Ohio; Phil Sherman, import manager of Val St. Lambert Glass Company, New York; E. E. Campbell, vice president of American Ceramics Products, Inc., Los Angeles; H. J. Halaburt, president of Durand Manufacturing Company, Chicago; and F. O. Becker, president of the Chelsea Card & Paper Company, Chicago.

Many famous names in giftware are included among the manufacturers and importers represented by the 10 cooperating members of Associated Displays. They include the following:

Frank A. Blood: The F A B Sales Company and the Monogram Shop of Dallas.

Fred and Tommie Carroll: Imperial Glass Corporation, American Art Works Company, and Edward M. Knowles China Company.

Robert O. Drake Company: Haeger Potteries, Inc., and Haeger Lamp Company.

Brown B. Kendrick Associates: California Art Industries,



BROWN B. KENDRICK ASSOCIATES—One of the many items in varied lines of giftware handled by Brown B. Kendrick Associates is pictured being examined by, left to right, Brown B. Kendrick, Mrs. Kendrick, and S. D. Hervey.

DALLAS • JULY, 1947



FRED AND TOMMIE CARROLL—On hand for the formal opening, Mayor J. R. Temple, left, included a visit with Fred and Tommie Carroll in his tour of the various showrooms. Rebecca Wilkins, office manager, is at right.



SAUBERT AND LAMONT—Bill Lamont, partner in firm of Saubert and Lamont, second from right, talks over his lines with three visiting officials of companies he represents: Left to right, Philip Sherman, Matt Hanse, and Bill Moll.



ROBERT O. DRAKE COMPANY—R. L. Thornton, president, Mercantile National Bank, center, learns about the Haeger line of pottery and lamps from E. H. Haeger, left, president of Haeger Potteries, Dundee, Ill., and Robert O. Drake, right.



G. GREGORY RODGERS ASSOCIATES—Pictured in an attractive corner of their display room are G. Gregory Rodgers, right, and Gwynne Coates, an associate, who are shown in front of a mantel designed by Mr. Rodgers.



FORMAL OPENING—Mayor J. R. Temple of Dallas cut the ribbon that formally opened the new \$100,000 showrooms of Associated Displays to buyers who attended the gift market from 12 states and the District of Columbia.



JAMES R. MELTON—E. B. Stillman, left, sales manager, Akro Agate Company, and James R. Melton try out a miniature billiard table included in the line of toys for which Mr. Melton is manufacturers' representative.



FRANK A. BLOOD—All Dallas-made products make up the lines handled by Frank A. Blood, left, and B. A. Kazan, partners in the F A B Sales Company and the Monogram Shop of Dallas. Their lines include hand-carved plastics.



RALPH W. SMITH—Fred O. Becker, right, president of the Chelsea Card & Paper Company, Chicago, whose products are represented by Ralph W. Smith, left, was one of the dozen or more manufacturers and importers present for the opening.

Brentware, Inc., Continental Kilns, Inc., Rookwood Pottery Company, and Mahogonite, Inc.

Gilbert J. Lehman: Fenton Art Glass Company, McKee Glass Company, L. E. Smith Glass Company, Queen Glass Company, Louisville Plate Glass Company, and A. H. Dorman.

James R. Melton: Trend House, Inc., Akro Agate Company, Burrowes Corporation, Ny-Lint Tool Manufacturing Company, and Wheelmaster Corporation.

Ray-Salisbury Company: Dodge, Inc., Metlox Manufacturing Company, William F. B. Johnson, Inc., and Viking Glass Company.

G. Gregory Rodgers Associates: Koscherak Bros., Inc., J. B. Hirsch Company, Corday China Company, The Heirlooms of Tomorrow, Inc., and Verlys of America, Inc.

Saubert and Lamont: Duncan and Miller Glass Company, Lotus Glass Company, Haskellite Manufacturing Company, Pope Gosser China Company, Val St. Lambert Glass Company, and Cary Products Company.

Ralph W. Smith: Durand Manufacturing Company, Samuel Ward Manufacturing Company, The Moore Pen Company, LaSalle Products Company, E. E. Fairchild Corporation, George F. Cram Company, Savoy Leather Manufacturing Corporation, and Chelsea Card & Paper Company.

The display rooms have in the main been designed by the members themselves. Each representative has worked out a setting, arrangement, and lighting effect which he believes display the various lines to their best advantage. In some instances, tables and chairs have been designed especially for their surroundings.

The entire floor and the rooms individually have been air conditioned and equipped for the comfort and convenience of the buyer. The merchandise center is among the few wholesale showrooms in the country which are air conditioned. The floors have been tiled and carpeted. The various displays have been enhanced by unusual lighting of counters and shelves. The showrooms have been designed with glass fronts, enabling buyers to stroll at their leisure up and down the tiled aisles and get a general view of the merchandise in attractive setting before entering a particular firm's unit for closer inspection.

"The presence at the formal opening of top men from the manufacturing concerns represented by the Associated Displays group was an indication of the importance this industry attaches to Dallas as a leading wholesale market center for glassware, china, lamps, and art wares," points out Mr. Rodgers.



SAUBERT AND LAMONT—Harlan P. Saubert, president of Associated Displays, left, is pictured with L. K. Evans, Duncan and Miller Glass Company, Washington, Pa., center, and Tom Judge, Pope-Gosser China Company, Coshocton, Ohio.

Calling the Caboose on a Santa Fe Freight Train

Radio Telephone Communication helps eliminate delays
in shipping freight



THE ENGINEER IN HIS CAB has a dual check—vocal and visual—on his instructions. Radio equipment includes a telephone handset, loudspeaker, low-powered transmitter, receiver and power supply in both cab and caboose.



THE FREIGHT CONDUCTOR IN THE CABOOSE calls the engineer in the cab. Transmission in all weather over desert and mountains and under bridges and power lines is highly satisfactory.



During the war, an ultra-high frequency two-way radio system enabled a pilot to communicate with his base or aircraft carrier.

This same type radio system is being installed on Santa Fe freight trains to provide a means of direct voice communication between engineer in cab and conductor in caboose, and between yardmaster and switching crews.

Better Service

It means more expeditious handling of trains. Conductors can give "emergency stop orders" without setting of the emergency brakes and the risk of a break-in-two of the train and resultant delay.

For instance, a stop to check a suspected "hot box" or other defect needing attention can be handled in three to five minutes instead of twenty to thirty minutes.

Another Reason for "Santa Fe—all the way"

This is only one of the many improvements Santa Fe is installing to expedite yard service and freight handling. It's another reason for "Santa Fe—all the way" that is helping to provide better "on-time" handling of your freight shipments.

SANTA FE SYSTEM LINES
Serving the West and Southwest



Chamber Host To Ford Motor Company Heads

AS A MEMENTO of his visit, a picture album of Dallas (1) was presented to Henry Ford II by President D. A. Hulcy of the Dallas Chamber of Commerce, right. Other photos by Thomas K. Cone, Jr., show, left to right: (2) T. W. Skinner, E. M. (Ted) Dealey, and I. B. Groves; (3) J. F. Giles, Jr., C. F. Jessee, J. D. Ball, and Austin F. Allen; (4) Tom C. Gooch, Walker A. Williams, Judge W. H. Atwell, and M. L. Wiesmeyer; (5) Mayor J. R. Temple, shown presenting a certificate of honorary citizenship to Ernest R. Breech along with other Ford officials; (6) Clyde L. Stewart, L. W. Smead, Ned Fuller, and A. E. Klemmedson; (7) Henry Ford, II, pictured receiving the badge and commission of honorary Texas Ranger from Raymond Pearson, Ford dealer at Houston, who made the presentation on behalf of Governor Beauford Jester; and (8) County Judge Al Templeton, John R. Davis, Bishop J. P. Lynch, and Benson Ford.

WHILE in Dallas last month to look over the local assembly facilities of the Ford Motor Company and meet with some 1,000 dealers of the South-

west, Henry Ford II and some of the top men of the Ford executive family were guests of the Dallas Chamber of Commerce at a luncheon at Hotel Adolphus.

More than 200 of Dallas' top businessmen heard the 29-year-old head of one of the world's greatest industrial organizations frankly say: "We at Ford have a great objective these days—to get to the top of the low-priced automotive field." And then he added that the state of Texas will play a very large part in the Ford plans.

"There is no need for me to point to the never-ceasing industrial expansion of Texas generally, and of the Dallas-Fort Worth area in particular," he continued.

"We hope not only to maintain but to increase our activities in this neighborhood as we go along, and for very good business reasons, too. Increased industrial and agricultural activity in the Southwest means increased markets, and it also means increased sources of supply, both matters of top importance to a mass production manufacturer.

"One of our first considerations when we moved toward decentralization was to get closer to the great markets of this country and to bring our products to more and more people at increasingly lower costs. Our experience in Dallas down the years has been one of the great justifications of our decision to move to decentralized operations.

"Our own payrolls, I think, also reflect to some extent the growth which characterizes all of Texas. Ford employees at the Dallas plant now total 1,520 as against less than 100 during the first year of operation. We anticipate that our total payroll for 1947 will exceed \$4,000,000 for this plant alone, and this will go much higher as soon as we can move into high-gear production.

"I would like particularly to mention that productivity at our Dallas plant has always ranked very high, and that our employees in the Dallas area have been among the leaders in the march toward top efficiency.

"I think these figures make quite apparent our faith in this state. I can say without reservation that we have never regretted for a moment our move into Texas."

Mr. Ford explained that, in preparation for a buyer's market, his company is basing its long-range plans upon complete reorganization of everything from ordinary shop procedures to the line-up of personnel.

The visit of the youthful chief executive of the vast automotive empire inherited from his grandfather, the late Henry Ford, and his father, the late Edsel Ford, was the first to Dallas for any head of the Ford Company. He was accom-

panied by his brother, Benson Ford, a director of the company.

With Henry Ford II from Detroit, besides his brother, were Ernest R. Breech, executive vice president of the Ford Motor Company; John R. Davis, vice president and director of sales and advertising; T. W. Skinner, general manager of the Lincoln-Mercury division; Walker A. Williams, general sales manager; M. L. Wiesmeyer, general manager of Ford assembly operations; L. W. Smead, assistant general sales manager; J. D. Ball, director of truck and fleet

sales; and Harry Lundin, assistant to the director of public relations. The group also included I. B. Groves, Ford's Southwest regional manager at Kansas City; Bruce Ewing, regional director of public relations; W. L. Cress, assistant regional manager and head of the Lincoln-Mercury division; David R. Crandall, Jr., regional manager of the business management department; V. W. Helard, regional manager in charge of trucks and fleet sales; and C. J. Fournier, regional manager in charge of parts and service, all of Kansas City.

RAILROAD CONSTRUCTION

For more than a quarter century railroad construction has formed an important part of our business. This organization built the outstanding Union Station in Los Angeles. We have completed bridges, underpasses, freight terminals and other rail buildings for the Southern Pacific, Santa Fe, Texas and Pacific, Cotton Belt and other standard rail lines.

ROBERT E. MCKEE

GENERAL CONTRACTOR
CONSTRUCTION ENGINEER

LOS ANGELES

DALLAS

EL PASO

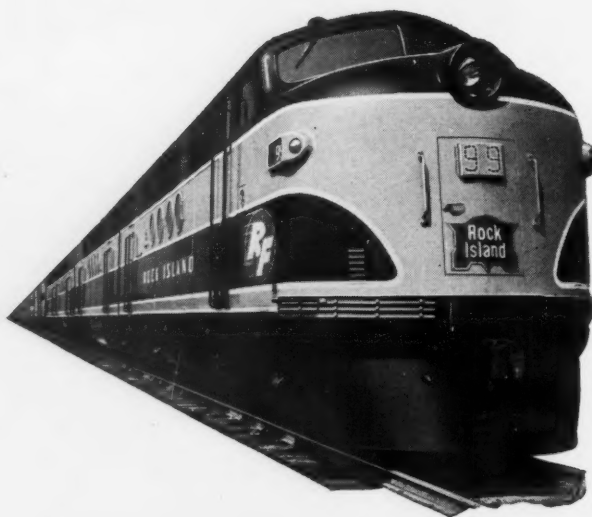
SANTA FE



"YOUR SALES APPROACH IS PRETTY WEAK, MILTON. YOU'D BETTER
CONFER WITH COUCHMAN*"

(Whoa. Mr. Cartwright! After all, there is a limit to what
an advertising agency—even Couchman—can do!)

THE ROCK ISLAND NETWORK HELPS YOUR NET PROFIT



IF YOU'RE INTERESTED in making savings that will increase net profit, consider the many practical ways Rock Island can help you.

Rocket Freights, combined with a Rock Island network of 8,000 miles modernized by planned progress, provide faster shipping and quicker connections.

Experienced freight specialists—272 of them located at all important shipping centers—give competent help on packaging, marking, stowing, rates and routing.

Look in your Rock Island timetable for the name and address of the Rock Island Traffic Representative nearest you. Put your problem up to him—without obligation!



Dallas Leaders Pay Tribute to John Glenn Pew

FOR his industrial leadership and his various efforts in behalf of civic causes during his residence in Dallas, John Glenn (Jack) Pew received a round of eulogies last month at a testimonial dinner sponsored by the Dallas Chamber of Commerce and the Dallas Citizens' Council.

It was a formal farewell from business associates and other friends to a widely admired fellow citizen who has transferred his headquarters to Philadelphia, where he has succeeded his father, the late J. Edgar Pew, as vice president of the Sun Oil Company and president of the affiliated Sun Pipeline Company of Texas.

D. A. Hulcy, president of the Dallas Chamber, presided as toastmaster at the banquet in the Baker Hotel's Crystal Ballroom and introduced the speakers for a five-fold tribute to Jack Pew for his qualities of citizenship, industrial leadership, patriotism, reverence, and friendship. They included the Right Reverend Harry T. Moore, retired bishop of the Episcopal diocese of Dallas; George L. MacGregor, vice president of the Dallas Citizens' Council; Carl A. Young, director of the division of production of the American Petroleum Institute; B. F. McLain, immediate past president of the Dallas Chamber of Commerce and colonel in the Texas State Guard; and

(Continued on Page 62)

DISCOVERY at dinner for Sun Oil Company's Jack Pew of an "outsider" in the person of J. A. Neath, vice president, Humble Pipe Line Company, prompted a request to Sheriff Steve Guthrie to "eject" the executive of a Sun competitor. It was all in fun. Shown, left to right, are R. L. Wheelock, independent oil operator, Corsicana; Bill Murray, member Texas Railroad Commission; Sheriff Guthrie; Mr. Neath; and Buck Warren, manager, natural gas department, Sun. Other photos by Thomas K. Cone, Jr., show, left to right: (2) Jack Pew and D. A. Hulcy, president, Lone Star Gas Company; (3) County Judge Al Templeton; Fred F. Florence, president, Republic National Bank, and Carl A. Young, director, production division, American Petroleum Institute; (4) John W. Timmins, chief counsel, Sun; George L. MacGregor, president, Dallas Power & Light Company; B. F. McLain, general manager, Hart Furniture Company; and John A. Ritter, production superintendent, Sun; (5) J. H. Pressley, manager, Southwestern division, Sun; George Waverley Briggs, vice president, First National Bank; and Bishop Harry T. Moore; and (6) William D. Mason, assistant to the president, industrial relations, Sun; Mayor J. R. Temple; and R. W. Pack, general manager, Gulf Coast Division, Sun, who are shown viewing mural of Jack Pew at Petroleum Club, where the Dallas Wildcat Committee was host at a reception before the dinner.

Seeing is **SELLING!**



VISUALITE your product!

You can put your past sales records in the shade by bringing your products out into the light. Better light means better sight, and seeing is SELLING! Your display rooms, windows and show cases are your silent salesmen. You can help them to help you more with brighter illumination of your products. Recommendations and quotations are gladly furnished without obligation. Dial Lakeside 3188 and a Gable man will visit you at your convenience.

GABLE ELECTRIC SERVICE

6713 Snider Plaza

Lakeside 3188



Apollo Boys' Choir

By Winston Ball

YOUNG apostles of good will for Dallas are the members of the Apollo Boys' Choir who have made more than 600 concert appearances all over the United States and in parts of Canada during the past eight years.

Described as the first of its kind in America to do concert work, the choir gives more than 40 performances each year, traveling to far distant places from Dallas to appear before capacity audiences. And everywhere the choir goes, it takes the name, Dallas, headquarters for the organization.

The high standards maintained by the choir, together with the ethereal voices of the young choristers, have won both international and national recognition for the choir as a top-rank musical organization. The demand for appearances is great, and the choir stays completely booked a year in advance. While it is scheduled through such nationally known agencies as Civic Music Association and Community Concerts Association, many

bookings are made direct with the choir.

Twenty-six youths, ranging in age from 9 through 14 years and chosen through auditions, make up the personnel of the Apollo Boys' Choir. Each year there is approximately a 35 per cent turnover in membership for, when the voice of a boy begins to change to adult quality, he is dropped from the choir.

The choir has appeared on several national radio network programs. During the last Christmas season, the Apollo boys sang with Helen Traubel on the Bell Telephone Hour program over the National Broadcasting Company. On Christmas Eve, it presented a program over the Columbia Broadcasting System network, and gave the Christmas Day concert at the Waldorf-Astoria Hotel in New York.

Coleman Cooper is the founder and director of the Apollo Boys' Choir. Now in its tenth year, it was organized in Birmingham, Ala., in 1937. As a youth, Mr. Cooper wished to sing, but was unable to do so because of the lack of facili-

PREPARATIONS for one of two annual concert tours hold the attention of members of the Apollo Boys' Choir, who are shown in photo at top grouped around their director, Coleman Cooper, mapping their trip. They are pictured in a last-minute rehearsal with Mr. Cooper at the piano (lower left) just before boarding their chartered bus (lower right) for a trip to the South and East. At left, the choir members are shown dressed in vestments, worn while they sing sacred songs. When secular songs are on the concert program, the boys wear double-breasted blue suits, pictured at upper right. Members of the choir during the past season included: Marvin Ray, Chattanooga; Charles Morrison, Lancaster, S. C.; Ronald Johnston, Westlake, La.; Jim Carson, Norfolk, Neb.; Ed Barnes and John Barnes, Clarksdale, Miss.; Lowell Cooper, Miami, Fla.; Ray Campbell, Lake Charles, La.; Orion Whitney, Chicago; Lenford Reynolds, Jerry Edwards, and Eugene Naron of Tulsa; Howard Webb, Houston; Bill Pishny and Alan Snodgrass, Fort Worth; Frederick Streng, Seguin, Texas; Don Rives, Marshall, Texas; and Freddy Dees, Ronnie Stewart, Donald Sampson, John Wyckoff, Bill Washington, Monte Hancock, Charles Richardson, Hugh Lampmann, and Curtis Beck, all of Dallas.

ties for learning. He was determined to establish a group that would enable talented boys to sing, and with which he could work and help boys in developing their musical abilities. It was with these objectives in mind that Mr. Cooper formed the Apollo Boys' Choir in his home town of Birmingham.

To escape the city's dirt and smoke, he soon began looking around, however,

for a more desirable headquarters location for his choir. Although he received many flattering offers to locate in various cities, he chose Dallas, which became permanent headquarters of the choir in 1941. Mr. Cooper was impressed with Dallas' climate and cleanliness. He found the city large enough and ideally located geographically for making tours. He also liked Dallas as a progressive city, eager to expand itself culturally. These were among the major factors influencing him in selecting Dallas as headquarters for the choir.

Boys come from many states to join the choir. This year's group includes youths from Illinois, Nebraska, and Mississippi in addition to Texas. There have been in years past representatives from as far away as Seattle, Wash.

The choir usually presents both sacred and secular music. The first half of the program usually is devoted to sacred songs, for which the boys dress in vestments. For the last half, the boys change to dark blue, double-breasted suits with Eton collars for singing the secular selections. The songs are sung both with accompaniment and a cappella. The boy's voices are first and second soprano and first and second alto.

To recruit personnel, Mr. Cooper sends out thousands of letters annually to public school music supervisors who are invited to select talented boys for district try-outs, which are held in a dozen or more cities throughout America. From each of these district hearings, two or three of the most promising boys are



COLEMAN COOPER

selected for final auditions in Dallas.

Considered one of the country's foremost authorities on the training of the voices of pre-adolescent boys, Mr. Cooper has studied with eminent teachers in both the United States and Europe. In 1937, he was guest of the famous Vienna Boys' Choir at Castle Wilhelminenberg in Austria, where he learned first-hand about the technique followed by that group in the training of boys' voices. The Apollo Boys' Choir reflects his meticulous efforts in striving for fine tone quality, flawless vocalism, delicate harmony, and well-disciplined musicianship.

Only boys of superior intelligence are accepted for the choir. Two concert trips each season take the boys thousands of

miles from their schooling. They attend public school and, when the time approaches for a concert tour, arrangements are made for the boys to complete their lessons in advance. They also take their books with them and study on their chartered bus. In each city where concerts are presented and at stops along the way, the boys have the opportunity to see points of interest, thereby adding to their well-rounded education. For their Spring concert this year, the boys traveled 4,300 miles.

The choir is a non-sectarian and non-profit organization, and is open to any boy whose musical and academic talents meet the group's requirements. The organization itself has no financial resources other than its concert proceeds and the unsolicited gifts from friends who enjoy good music and recognize the contribution being made by the Apollo Boys' Choir in building character of youths and providing good music.

Thirteen of the choir's members whose homes are away from Dallas live at the home of Mr. Cooper, 6957 Lakeshore Drive, which serves as headquarters for the group. Besides a broad program of activities centering around the choir school in Dallas, a summer camp with a befitting schedule of music and recreation is maintained.

Two major trips planned for next season will take the Apollo Boys' Choir to two foreign countries. In December, the choir will travel the Southern route to Florida, Havana, and back home by way of Mobile. Next spring, the boys will go to Canada during their tour to New York and New England. It will be their fifth trip to New York City. The choir has also received an invitation through Columbia Concert Corporation to make a concert tour through Central and South American countries next summer.

The choir has recently acquired a new home-site in the Preston Hollow area, which will become permanent headquarters as soon as remodeling work has been completed. The 3½-acre tract contains a large house for residential use, another which will serve as a studio for vocal and musical training, and two other buildings. On the grounds also are a swimming pool and facilities for archery, badminton, and various other forms of sports and recreation for the choir members.

As a step toward changing the choir from a private to a civic enterprise, a board of directors is now being organized.

DON'T COMPROMISE

a good product with an
inferior shipping container.

Ship Safely with . . .

Gaylord Boxes



**GAYLORD
CONTAINER
CORPORATION**
DALLAS, TEXAS

Duel of Champions

NONE but stars competed in an unique track and field meet last month in Dal-Hi Stadium matching the top talent of the Southwest Conference against that of the Big Six. It was a new attraction in Dallas' diversified year-round sports program, added to enhance the city's importance as the athletics center of the Southwest.

Each conference entered its top three



These are brands.

Some brands are used
To identify cattle.

These brands identify nationally.
Known quality merchandise.

These brands are called
Trade Marks.

They are old friends
Of your customers.

People read about these brands
In their newspapers and magazines.

They hear about them
On their radios.

The buying public has confidence
In nationally advertised brands.

Because they are familiar, because
They represent known quality.

When your store features
Items such as these,

Your sales increase, and you
Render service to your customers.

These famous brands are just a few of
Hundreds carried by Huey & Philp.

Huey & Philp features quality
Merchandise that sells at the
Fairest price.

HUEY & PHILP
HARDWARE COMPANY
Exclusively Wholesale
DALLAS, TEXAS

men in each event, and the result was a thrilling, fast-moving Duel of Champions, which is planned as an annual event, with Dallas as host.

So close was the competition between the conference teams that the 69-to-62 victory of the Southwest track men over those from the Big Six was not decided until the final event. Only two points separated the conference all-star squads when the last event—the mile relay—was called. Thus the winner of this event would become the champion of the meet, for only the five first-place points would count. It was decided in favor of the Southwest Conference when Art Harnden of Texas A. and M. College broke the tape some four yards ahead of Landon Westbrook of the University of Oklahoma on the last lap.

It was a thrilling climax to an event that began with Bill Napier of the Texas Aggies and Elmer Klein of the University of Missouri running neck and neck for the first lap. A slight lead given the Southwest Conference in the second lap by Monroe Northcutt of the University of Texas was held in the third lap by Ray Holbrook of the Aggies. Oklahoma's Westbrook pulled the Big Six up even in the final lap but after the last turn Herndon put on a burst of steam to end up in front.

The 15-odd other events proved equally exciting for the approximately 8,000 spectators on hand for the inaugural Duel of Champions, sponsored by the Dallas Chamber of Commerce Athletic Committee.

The track stars and their coaches and other officials were guests of the Dallas Chamber at a luncheon at the Hotel Adolphus, where they were welcomed by D. A. Hulley, Dallas Chamber president.

OFFICIALS who had much to do with the success of Dallas' first annual Duel of Champions in track and field competition included, left to right, top, Frank Anderson, track coach at Texas A. & M. College, winner of the Southwest Conference 1947 championship, and Tom Botts, track coach of the University of Missouri Tigers, Big Six champions; second from top, James H. Stewart, Dallas, executive secretary, Southwest Conference, and R. E. Peters, commissioner of officials, Big Six Conference; and second from bottom, Sam Shirkey, University of Missouri, secretary of the Big Six Conference, and P. C. Cobb, Dallas, director of the meet. Bottom photo shows gathering of track stars at luncheon of Dallas Chamber of Commerce.

—Photographs by
Thomas K. Cone, Jr.





5 WAY *Transport Service*

Railroad Contract Hauling • Warehouse and Terminal Service • Pool Car Distribution • Pick-Up and Delivery Service • Local Heavy Hauling

Speeding shipments to and from Dallas Freight Terminals—52 TCC Units serve railroads, local industries and National Manufacturers and Distributors.

TCC serves as exclusive draying contractors for Gulf, Colorado & Santa Fe Railway, Frisco Lines, Electric Express, Texas Electric M. P. and Fort Worth and Denver City Railway.

TCC also serves Texas Package Car Com-

pany and Atlantic & Gulf Forwarding Company—and also as Dallas city delivery for National Battery Company and Procter & Gamble.

TCC also engages in pool car distribution for national distributors and also offers dependable Dallas service on heavy hauling. If you have a hauling or distribution problem in Dallas it will pay you to call Texas Cartage Company.

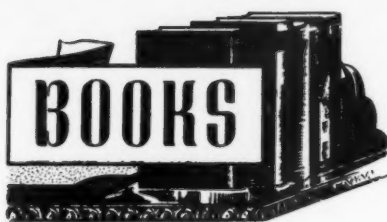
TEXAS CARTAGE CO.

C. W. GEARNER

A. D. GEARNER

2300 Hickory Street
Telephone H-7325
Dallas, Texas





Big Country Texas

By Donald Day. Published by Duell, Sloan & Pearce. 326 pages. \$3.50.

Anson Jones, the Last President of Texas

By Herbert Gambrell. Published by Doubleday and Company. \$3.

TWO books for, by, and about Texans have just been published. Both are good reading, and should be required reading for natives of the Lone Star State.

With his "Big Country Texas," Donald Day, former editor of the "Southwest Review," Dallas, has added the latest edition to the American Folkways books. He has captured the real spirit of Texas and what has made the state great. He tells his story of the four centuries of Texas history in a quick, easy-to-read, to-the-point, down-to-earth manner. It is clear, concise, and colorful. And he tells how he thinks the spirit of individualism marks the Texan as the citizen of a state of mind.

The book is not only a geographical, economic, and a political study but also contains the names of the men and women, both past and present, who have given the state its individualism. From the trying but thrilling days of the Spaniards to the present, from Galveston to El Paso, from Houston, Travis, and Austin to Garner, Connally, and Rayburn, this book is a fast-moving panorama of the big state, the great state, "Big Country Texas."

The book includes some of the writings

of Frank Dobie and the folksongs of John Lomax. It is the story of the real Texas and the real Texans, the tall tales and the big oil wells. The true stories that sound like fiction many times outclass the far-fetched "brags" that all Texans like to quote. In its historical drama, the book includes the fierce Comanche, the Jesuit priest, the long-rifled scout, the range boss, and the solitary shepherd, the oil field roughneck and railroad builder, and a host of other picturesque sons of Texas. Readers of "Big Country Texas" learn the real reasons why this state of ours is a country within a country.

Another Dallasite, Herbert Gambrell, who has been associate professor of history at Southern Methodist University for the last 15 years, has written with his "Anson Jones, the Last President of Texas" not only a book for Texas and the Southwest but also an American biography that will have national appeal. Anson Jones came to Texas in 1833, middle-aged and a failure, but his decisions determined an important part of American history, for he guided the young republic into the Union. His was an unusual and strange life, for before it ended Anson Jones served as Congressman for the Republic of Texas, its most important diplomat, and its last president. Mr. Gambrell has told his story with originality and vision, and the book is a worthy addition to Texas history.—Jerry Porter.

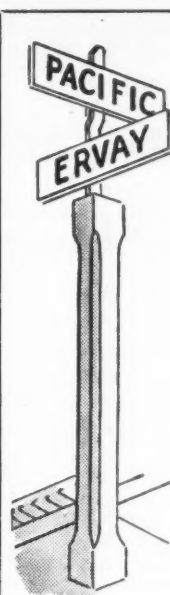
F. W. JOHNSON, credit manager of Neiman-Marcus Company, has been named chairman of the credit management division of the National Retail Dry Goods Association.

F. C. MENGEL, who has been zone manager at Houston for the Chevrolet division of General Motors Corporation, has been named assistant Southwest regional wholesale manager for Chevrolet, with headquarters at Dallas.

Presbyterian **BOOK STORE**

1814 MAIN STREET

R-5546

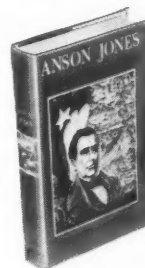


Where
TEXANS

Buy
Their
BOOKS

Just Published!

★ **ANSON JONES**



\$3.00

By Herbert Gambrell

★ **Big Country TEXAS**

\$3.50

By Donald Day

ORDER YOUR COPIES TODAY!

The Book Corner
OF DALLAS
Baptist
BOOK STORE
Erway at Pacific R-3366

Dallas Sets Business Pace For Southwest

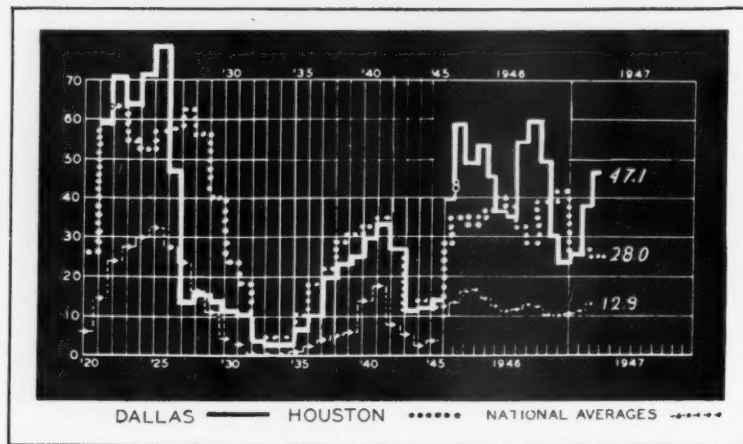
DALLAS was a pace-setter in the Southwest in most business indexes for the first four months of 1947, the latest period for which statistics are relatively complete for the area's principal cities, it is revealed by comparisons of figures submitted by the various Chambers of Commerce. Several cities did not report figures for all categories included in the analysis of the growth of the Dallas Southwest.

Dallas was shown to be ahead in bank clearings with a total of \$3,214,696,700 for the four-month period as compared with \$2,657,312,800 for Houston, \$1,006,441,600 for San Antonio, \$360,807,300 for Fort Worth, \$345,380,500 for Tulsa, and \$130,793,700 for Shreveport.

Dallas' bank debits totaled \$3,126,465,000 for the same period as against \$2,949,177,800 for Houston, \$2,242,490,000 for New Orleans, \$1,288,188,400 for Tulsa, \$1,044,764,500 for Fort Worth, \$870,504,000 for San Antonio, and \$426,739,000 for Shreveport.

A Southwest leader by a wide margin in postal receipts, Dallas' total for the

HOW DALLAS AND HOUSTON rank in home building is shown by the chart reproduced above with permission from "The Real Estate Analyst," copyrighted bulletin of Roy Wenzlick & Company, real estate economists, appraisers, and counselors of St. Louis.



first four months of 1947 was \$2,727,919 as against \$1,823,700 for Houston, \$1,702,630 for New Orleans, \$1,128,325 for Fort Worth, \$1,015,704 for San Antonio, \$702,644 for Tulsa, and \$388,793 for Shreveport.

In utility statistics, Dallas was in front place in number of water meters with a total of 99,552 as of April 30 as compared with 84,105 for Houston, 65,102 for San Antonio, 59,135 for Fort Worth, and 39,636 for Tulsa. Dallas consumed 9,681,188,600 cubic feet of natural gas during the period as against 7,884,678,000 for New Orleans and 9,812,900 for Tulsa. Figures were not reported by Houston, San Antonio, and Fort Worth. New Orleans led in total consumption of electricity, with 327,451,020 kilowatt

hours used as compared with 206,548,616 for Dallas, 96,448,317 for Tulsa, and 29,668,701 for Shreveport. Houston, Fort Worth, and San Antonio did not report figures.

Houston was ahead in number of electric meters, with a total of 176,948 as of April 30 as compared with 143,142 for New Orleans, 115,728 for Dallas, 99,870 for San Antonio, 73,263 for Fort Worth, and 52,974 for Tulsa. New Orleans was in front place in number of gas meters, with 118,852 as of April 30 as against 110,512 for Dallas, 76,718 for San Antonio, 56,706 for Fort Worth, and 48,675 for Tulsa. Houston made no report for this category.

Other comparative figures for the first four months of 1947 follow:

	Railway Express Shipments Handled	Air Express Shipments Received	Air Express Shipments Dispatched	Air Mail Originated (Pounds)	Street Railway Revenue Passengers	Dollar Value Building Permits	*Dollar Value Residential Building Contract Awards
Dallas	1,058,940	16,472	11,104	135,589	32,730,100	\$16,185,046	\$19,536,000
Fort Worth	345,438	3,630	1,997	7,326,925	15,865,000
Houston	526,127	11,559	18,418	166,534	18,820,678	14,825,000
New Orleans	2,207,725
San Antonio	23,298,735	7,094,901	11,535,000
Shreveport	141,473	2,241	683	65,703	9,403,382	3,578,494
Tulsa	193,583	4,366	4,107	79,201	9,095,689	3,661,437

*F. W. Dodge Corporation Reports.

In home building, Dallas, San Antonio, and Fort Worth were neck and neck during the first quarter of 1947 in leading the nation in their population class in providing new residential accommodations, with Houston trailing, it was revealed by the survey of private home building in 140 metropolitan areas of the United States made by Roy Wenzlick & Company, St. Louis, nationally known

real estate economists, appraisers, and counselors.

Adding new homes at a rate well above the national average, Dallas, San Antonio, and Fort Worth were not only leaders in their population bracket but were exceeded only by four other cities in the country in all populations groups, and two of these were Texas towns—Corpus Christi and Austin.

The copyrighted Wenzlick analysis showed that Dallas during the first quarter of 1947 built 47.1 new family accommodations per month per 10,000 families as compared with 47.9 for San Antonio, 46.6 for Fort Worth, and 28 for Houston. The cities ahead of Dallas, San Antonio, and Fort Worth in the nation at large for all population classes were Miami, revealed by the Wenzlick report

Thirty-Eight New Members Added to Chamber Roster

THE expanding membership of the Dallas Chamber of Commerce increased by 38 additions last month as Lasso Club recruiters continued their steady march toward the goal of an all-time record for 1947.

The new members announced by Hugh Sawyer, membership department manager, are listed below, together with information regarding their business addresses, firm representatives, and types of business:

Simmons-Boardman Publishing Corporation, 2909 Maple; Joe Sanders.

Dr. J. L. Dawson, 832 Medical Arts Building.

Ball Nut & Candy Company, 409 South Beckley; Roy R. Ball; manufacturer.

Dr. Arthur Schoch, 1310 Medical Arts Building.

Dr. Thomas D. Kirksey, 1024 Medical Arts Building.

Tom Galligan Productions, Inc., 2219 Cedar Springs; motion picture producers.

E. H. Reeder Construction Company, 123 Commerce; J. A. Reeder and E. H. Reeder.

Dr. J. E. Leonard, 1306 Medical Arts Building.

Dallas Hudson Company, 510

North Pearl; X. R. Gill, distributor.

Dallas Nash Company, 2019 Pacific; A. L. Ingalls; sales and service.

William Cameron & Company, Inc., 2729 South Lamar; Paul B. Moon; building materials, wholesale.

Antique Supply Company, 1004 Camp; Gene Wasserman; wholesale.

Warner & Godfrey, 1909 Abrams Road; Howard B. McAfee; certified public accountants.

Southwestern Food Journal, 507 Southland Life Annex; R. Q. Flournoy.

Miller and Fields, 2603 Fairmount; Royal C. Miller; tourist courts.

Tatum, Alexander & Quade, 2812 Fairmount; Herbert M. Tatum; architects and engineers.

American Refrigerator Transit Company, 608 Southwestern Life Building; Eric B. Becker; railroad refrigerator cars.

Messina Bros. Shoe Repairing, 4335 Lovers Lane; Jimmie Messina.

The St. Claire Enterprises, 914 Republic Bank Building; William St. Claire; business engineers.

Emerson Davis Agency, 502 Texas Bank Building; general insurance.

Electric Machinery Manufacturing Company, 2023 Jackson; H. L. Renking; electric motors, generators and controls.

Hawkins Tire & Battery Company, 610 Jackson; Johnnie Daniels; retail.

Dr. Joseph H. McGuire, 1110 Medical Arts Building.

Maico Dallas Company, 310 Medical Arts Building; Lloyd M. Campbell; hearing aids.

Lincoln Air Lines, 3130 Love Field Drive; R. E. Lincoln.

Brown Trading Stamp Company, 905 Main; K. P. Johnson.

Hamilton & Ellis, Inc., 4110 South Lamar; Ed Hamilton; Reo truck distributors.

Diamond Publishing Enterprises, 914½ Main; Jack M. Tucker.

Oliver Jackson Perren, Room 1320, Baker Hotel; oil producer.

Mitschrich & Douglass, 2017 Cedar Springs; A. H. Mitschrich; manufacturers' agents.

Henry S. Koepeke Company, 2017 Cedar Springs; public accountant.

W. A. Enholm, 2109-11 Oak Lawn; floor coverings, retail.

Direct Mattress Company, 1420 North Zang; W. W. Pool; manufacturer.

American Home Realty Company, 2311 Salerno Drive; Angus G. Wynne, Jr., realtor.

Wilhide Equipment Company, 2107 Main; Charles Wilhide; office equipment, wholesale.

Public Safety Pictures, P. O. Box 792; R. S. Sims; production and distribution.

Diebold, Inc., 2016 Main; J. Henry Thompson; retail office equipment.

Advertising Associates, Inc., Southland Life Building; Bert Clardy.

to have added family accommodations at the rate of 86.3 units per 10,000 families per month during the quarter; Corpus Christi, which built at the rate of 80.1 new units; Los Angeles, which added homes at the rate of 66.9 new units; and Austin, which constructed 59.8 new family units per month per 10,000 families during the first quarter, the latest for which figures are available.

Dallas added 1,635 residential units during the quarter, the report disclosed. San Antonio built 1,141, Fort Worth 843, Houston 1,193, Austin 439, and Corpus Christi 468.

The 140 areas covered in the Wenzlick analysis are those meeting the United States Bureau of Census definition of metropolitan areas in 1940. By including all such areas in which the central city has a population of more than 50,000, the report covered more than 2,200 communities.

John L. Burke
AND COMPANY
Insurance

Fire, Automobile, Liability, Life,
Accident, and Miscellaneous Lines

2109 Tower
Petroleum
Building

phone C-3459

Call R-8585

Stewart's
FOR
OFFICE SUPPLIES
EQUIPMENT • STATIONERY

1523 COMMERCE STREET

Business Opportunities

EDITOR'S NOTE: The Dallas Chamber of Commerce cannot guarantee any firm or individual mentioned in this column. All statements are those offered by the firms or individuals, and it is suggested the usual investigation be made in each instance.

The following individuals and firms are interested in representing Dallas manufacturers in their respective territories:

Victor D. Bendel, 141 West Jackson, Chicago 4, Ill.; food broker; interested in contacting producers, brokers, or manufacturers of food and kindred items seeking an outlet in the Chicago market.

Kiowa Consultants, 1103 Harrison Building, Fifteenth and Market, Philadelphia 2, Pa.; manufacturers' agents, distributors, importers, and exporters calling on industrial accounts, department stores, buying syndicates, chain stores, and jobbers; seeking Dallas companies which need additional outlets in the East.

Adeo Industries, 1413 Electric Building, Fort Worth 2, Texas; manufacturers' representatives now calling on wholesale hardware, automotive, electrical, and machine supply houses and large industrial users; wish to add several additional lines.

Arlo D. Roberts, 2720 Forty-sixth, Des Moines, Iowa; distributor selling through hardware, implement, appliance,

farm supply stores and creameries; wishes to contact Dallas manufacturers seeking Iowa distribution of articles re-tailed through these outlets.

The following individuals and firms are seeking representation in Dallas and vicinity:

Park Sprinkler Manufacturing Company, 639 West Forsyth, Jacksonville, Fla.; manufacturer of garden sprinklers; seeking manufacturers' agents or jobbers on an exclusive sales territory basis.

Mechanical Devices, Inc., 3114 East Ninety-first, Cleveland 4, Ohio; manufacturers of fluid level controls; seeking manufacturers' agents now selling plumbing supplies, furnaces, heating equipment, and the like.

Michael d-California, a division of Miller Dial & Name Plate Company, 781 East Washington, Los Angeles 31, Calif.; seeking manufacturers' agents in the Dallas area now calling on jewelry and gift stores, hardware stores, and all types of manufacturers.

Feedrail Corporation, 125 Barclay, New York 7, N. Y.; manufacturer of electrical distribution systems; seeking a manufacturers' agent calling on electrical industrial equipment outlets within a radius of 250 miles of Dallas.

Haynes Products Company, 4007 Farnam, Omaha 3, Neb.; manufacturer of building maintenance products; seeking a specialty salesman or sales organization to handle this line in Dallas and surrounding territory.

Allied Manufacturers' Represent-

ative Company, 704 South Spring, Suite 402, Los Angeles 14, Calif.; general merchandise sales' representative; seeking to establish jobbers in Dallas of adjustable clothes hanger for installation in automobiles.

Lan Ko Industries Sales Division, 6774 Taft, Detroit 8, Mich.; seeking a Dallas distributor of a telephone memorandum pad specialty item.

La Palma Company, 817 West Street, Tampa 3, Fla.; cigar wholesaler and manufacturer; wishes to contact jobbers and wholesalers.

Transparent Specialties Corporation, 1120 Carnegie, Cleveland 15, Ohio; fabricator of plastics; interested in contacting firms or individuals with experience in handling packaging selling to represent line of rigid transparent plastic boxes and containers.

George Jue Manufacturing Company, 350 Washington, Venice, Calif.; seeking sales' representatives in Dallas to handle bicycle, aluminum tricycle trailer, and tennis racket press.

Broadmoor Company, Inc., 714 B. Hill, Suite 502, Los Angeles 14, Calif.; seeking an experienced salesman to cover Texas on a commission basis and handle a men's line of hosiery, underwear, sportswear, slacks, and the like.

Russell P. Ostrander, 2024 West Sixth, Los Angeles 5, Calif.; manufacturers' representative; seeking to establish distributors and brokers in Dallas and surrounding area of a line of insect repellent, insecticides, weed killer, and liquid detergent.

The Barberest Company, 5763 North Huntington, Los Angeles 32, Calif.; seeking sales' representation in the Dallas trading area through manufacturers' agents or firms now contacting or in a position to develop contacts with barber and dental supply houses.

E. P. Ward, 1947 West Eighty-fifth, Los Angeles 44, Calif.; desires a salesman to represent a line of medium priced ceramics in Texas and Oklahoma on a commission basis.

Rubber Fabrics Company, 257-265 Fourth, New York 10, N. Y.; seeking a sales' representative for Texas and vicinity to handle a line of coated fabrics used by the rainwear, jackets, luggage, automotive, and auto seat cover trade.

Golden Square Clothes, Inc., 357 Fourth, New York 10, N. Y.; manufacturer of men's coats, cardigans, tuxedo jackets, and slacks; wishes to secure the services of an experienced salesman or sales agency with well established follow-

Fast Flights for Business Travel over the TEXAS-WIDE NETWORK

Pioneer is one of the scheduled airlines of America

Business men now are traveling by air to the 17 key cities of Texas via Pioneer Air Lines. Frequent daily schedules to all these Texas points make commuter service possible to most of them. Call Pioneer for quick reservations—and remember, you pick up your ticket at the airport. Air travel script cards honored.

Phone D 4-3939

Ticket Office: Love Field

PIONEER Air Lines

Government Designated to Fly Air Mail—Passengers—Express



ing among fine men's shops and department stores.

Sav-Way Industries, Inc., 4875 East Eight Mile Road, Detroit 13, Mich.; manufacturers of a coaster wagon being sold through local hardware, department stores, and juvenile stores; interested in securing a manufacturers' agent to handle the sale of this wagon in the Dallas territory.

Advertising Corporation of America; 2 Park, New York, N. Y.; seeking a representative in the Dallas territory to handle a line of good will advertising material such as billfolds, keycases, pocket secretaries, diaries, memo books, and other items.

Jase Products Company, Inc., 24 West Thirtieth, New York 1, N. Y.; manufacturer of children's wear; seeking a salesman to represent this firm in Texas.

Forbes Brothers Company, 810 Santa Fe, Los Angeles 21, Calif.; seeking a distributor for Texas on an exclusive franchise basis of a line of material handling equipment including tow motors, lift trucks and trailers, hand trucks, industrial conveyors, stackers and loaders, and industrial wheels and casters.

Floquil Products, Inc., 1993 Broadway, New York 23, N. Y.; manufacturer of marking devices and marking colors; wishes to secure a commission sales' representative catering to the wholesale and retail stationery, hobbycraft, hardware, school and art supply, and industrial trades.

Lindbloom Associates, Inc., 71 Peck, Providence 3, R. I.; manufacturer of stainless steelware; seeking a manufacturers' agent in Dallas calling on hotel and restaurant supply and wholesale hardware companies.

Snyder Sales Corporation, 5225 Wilshire, Los Angeles 36, Calif.; seeking agents to handle a line of high-pressure, low-torque swivel pipe couplings for sale to manufacturers of hydraulic equipment.

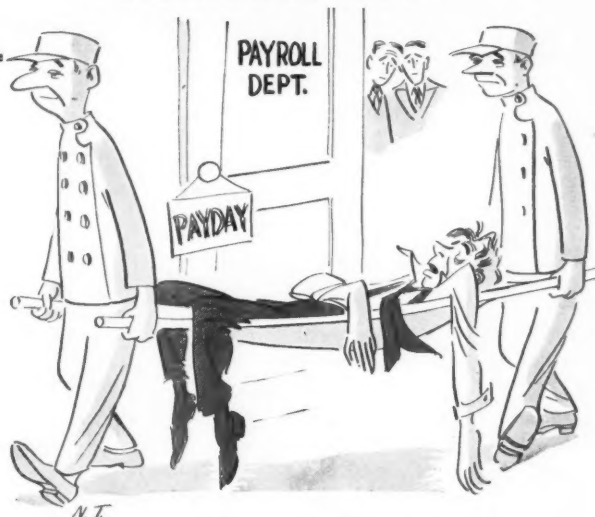
Atlas Life Insurance Company. A. G. Ratliff, Texas supervisor, 2012 W. T. Waggoner Building, Fort Worth, Texas; seeking a successful life insurance salesman to head a general agency in Dallas for the sale of life, hospitalization, and health and accident insurance.

Metropolitan BUSINESS COLLEGE

Foremost in Dallas since 1887. More calls for Secretaries and Bookkeepers than we can fill. Approved school for G.I. training. Enter any time—the sooner the better. Write or phone C-8773.

DALLAS • JULY, 1947

IS THIS TRIP REALLY NECESSARY?



A Todd Payroll System Could Prevent It

The head of your Payroll Department may not be a "hospital case" but he may be on the verge of a nervous breakdown induced by cumbersome payroll methods and chronic worry about keeping records up-to-date for 7 different Government Agencies.

Small and large corporations have found a Todd Payroll System reduces overtime and keeps everybody—including the Wage and Hour Inspector—happy. A Todd Form-Master actually cuts payroll preparation time a third—a half—often more. Any clerk can prepare

employee's statement of earnings, payroll sheet and individual earnings record *in one operation*. And the records are always accurate and ready for inspection.

Send the coupon for details.

BRIEF EVIDENCE

"One particularly beneficial result from your system is its accuracy. As to the time saved... a fair estimate would be approximately a third."

*John H. Pray & Sons Co.
Boston, Massachusetts*

"Since installing your payroll system we have been able substantially to reduce man-hours in our payroll operations and have completely eliminated overtime."

*American Zinc Company of Illinois,
East St. Louis, Illinois.*

Mr. J. M. Lewis
The Todd Company
516 Browder Street
Dallas 1, Texas
Tel. Riverside 5448

Please give me the facts about Todd Payroll Systems that speed quarterly reports, cut payroll preparation time, increase accuracy and meet all State and Federal regulations.

Company _____
Address _____
City _____ County _____ State _____
By _____

CG-T-77

Todd
COMPANY, INC.
Todd
ROCHESTER NEW YORK
SALES OFFICES IN PRINCIPAL CITIES
DISTRIBUTORS THROUGHOUT THE WORLD

Memo

TO: Members of the Dallas Chamber of Commerce
 FROM: W. B. Clayton, Chairman, Dallas County Savings Bonds Committee
 RE: How management can help promote the sale of savings bonds



W. B. CLAYTON

PRIMARILY this is an appeal to management to help in stimulating the payroll savings plan among your employees.

The payroll savings plan is the foundation of the savings bond program, which is an integral part of the United States Treasury's debt management program, a program that entails wise management of the nation's \$258,000,000,000 national debt.

For years to come, the management of the debt will affect the life of every American. It will affect prices, employment, wages, and salaries, how much

people can buy, and what their earnings and savings will be worth.

That is why your help is needed in stimulating the payroll savings plan. You promoted it with success during the war years. Now that we are in the midst of readjustment for peace-time there is the same compelling need to continue this program on a broad front. The continued help of business and industrial leadership is essential toward carrying on this plan for regular purchases of savings bonds by employees.

The chief concern is in the number participating in the plan rather than with

the dollar volume being saved, since wise management of the national debt demands that ownership of United States securities be spread as widely as possible among individuals.

For the self-employed and professional people, the banks, in cooperation with the United States Treasury, have instituted the Bond-a-Month Plan, which extends to depositors that same automatic feature so successful in the payroll savings plan.

I want to express my appreciation to the banks of Dallas for their cooperation and untiring efforts in helping do this job. I want also to thank management for its help in promoting the sale of savings bonds for such a long time and to ask for its continued efforts such as:

- (1) Advise your employees that the plan is available to them. Recommend it.
- (2) Ask your employees to invest a part of what they earn in United States savings bonds regularly.
- (3) Emphasize the benefits of systematic thrift. Nobody was ever sorry he saved. This is not a donation.

Since the Victory Loan, Americans have bought more than \$10,000,000,000 of United States savings bonds, series E, F, and G. Dallasites in the same period (1941 through May, 1947) have bought more than \$37,000,000 of these bonds, with \$26,000,000 of this total being E bonds.

There is a job yet to be done. We ask your help in doing it.

EDITOR'S NOTE: Nathan Adams is chairman of the Texas advisory committee on savings bonds. Other Dallasites on the advisory committee for Texas are: Fred F. Florence, R. R. Gilbert, E. Cowden Henry, Judson S. James, Jr., F. M. Mayer, C. F. O'Donnell, R. J. O'Donnell, R. L. Thornton, and W. G. Vollmer.



"FLAVOR-AGED"



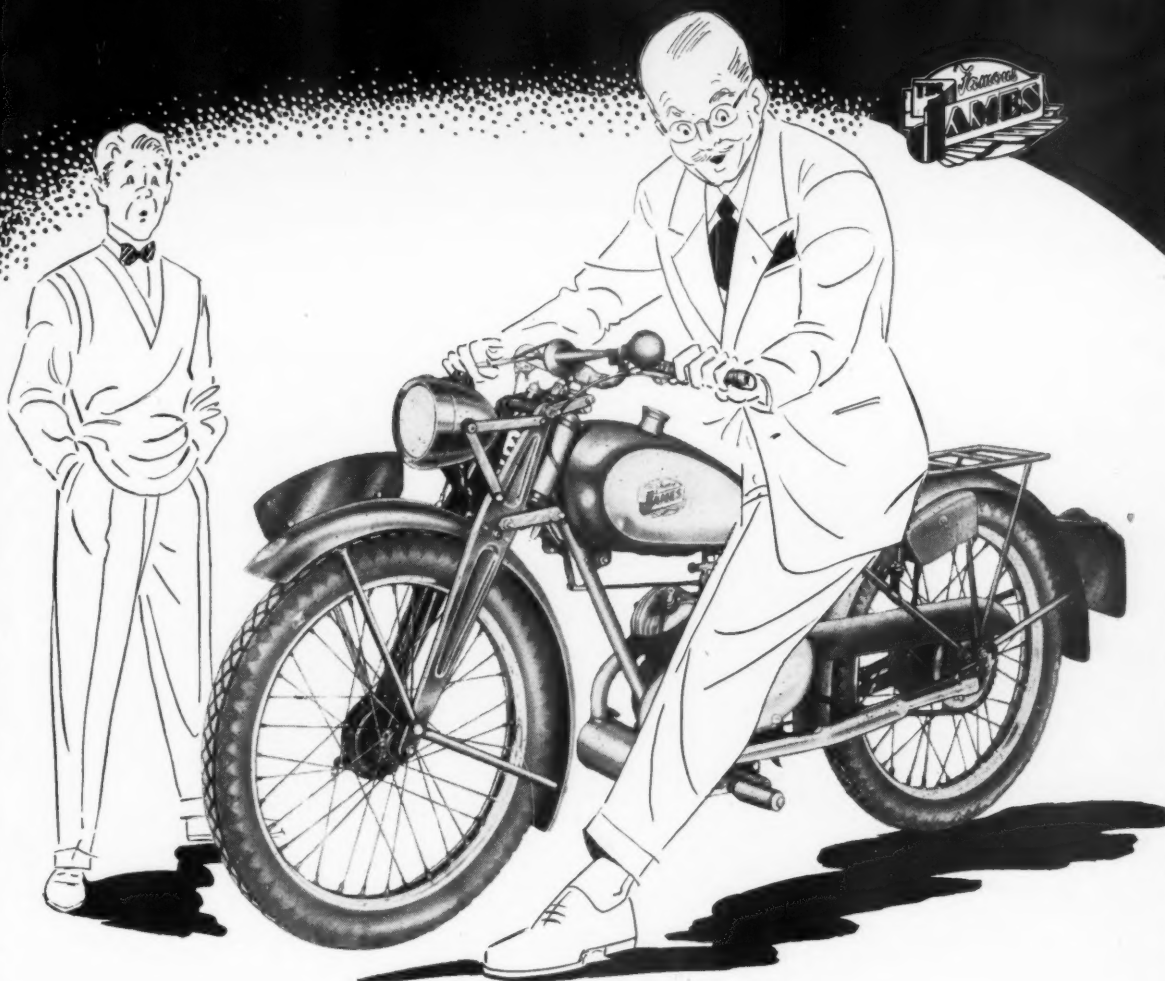
and FLAVOR-PERFECT

Fruit needs time to ripen fully. And Clicquot Club Ginger Ale also uses "time" to win its matchless flavor. Fine Jamaica ginger is faultlessly blended with other choice ingredients, then aged for months. *Flavor-aged.* Its goodness comes in full-quart bottles.

Distributed by

REAL JUICE COMPANY

Fun for Dad and the Lad!



It's hard to tell whether Dad or the Lad enjoys the Famous James most. The young man, pictured here, is obviously impatient to retrieve his Famous James and be on his way! This remarkable little machine, from England, is wonderful personal transportation . . . weighing only 150 pounds, and getting 120 miles per gallon. \$325 Plus Tax.

S. H. LYNCH & CO.

Sales ★ Parts ★ Service
Pacific at Olive

\$100 Down

BALANCE 10 MONTHS

★ Trade in your motorbike
or motor-scooter!



Edwin J. Carpenter, consultant for Outdoor Electric Advertising, designed the tower.

The Outstanding
in the entire
of over 10,000
tower weighing
skyline—Aerop
This gorgeous
and erected
proud of this
proud to be



W. A. "Watty" Thompson, president of Outdoor Electric Advertising, Inc., and Arthur Kendrick, consulting steel engineer making final check at base of tower.

OUTDOOR ELE

W. A. "Watty" Thompson--

Other Outdoor Electric Advertising

American Air Lines

The Borden Company

The Coca-Cola Company

Admiration Coffee

Dallas Chamber of Commerce

Ford Motor Company

Firestone Tire & Rubber Company

A. Harris & Company

Hunter Whiskey

Kaiser-Frazer Motor Company

Oak Farms, Ltd.

Magnolia Petroleum Company (Flying

All photos by Wm. Langley

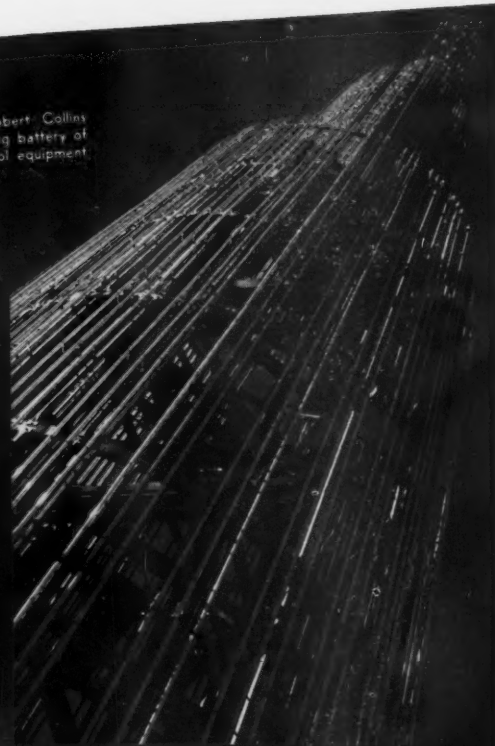
Consulting Lighting Engineer—Chas. F. Reece, of Reece Supply Co.



Carpenter, consulting art director
Outdoor Electric Advertising, Inc., who
built the tower.



Installation superintendent Robert Collins
and Frank Allumbaugh checking battery of
circuit flashers, part of control equipment
installation at base of tower.

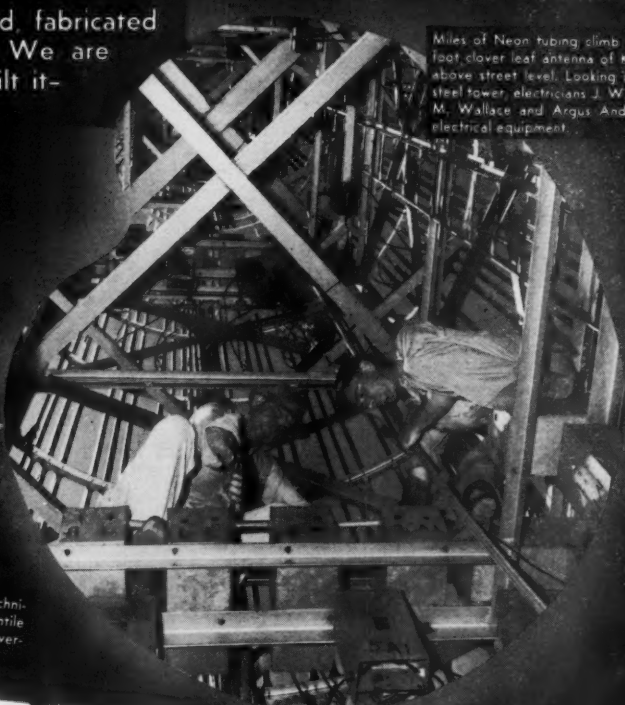


The Outstanding Neon Spectacular in the entire Southwest and perhaps
the entire nation—producing 1,687,000 light Lumens—a Neon pyramid
over 10,000 feet of Neon high intensity tubing mounted on a steel
tower weighing over twenty-two tons—now dominates the Dallas
 skyline—Atop the Mercantile Bank Building

This gorgeous lighted display was designed, engineered, fabricated
and erected by Outdoor Electric Advertising, Inc.'s staff. We are
proud of this job—proud of our skilled technicians who built it—
proud to be of service to our customers.



David R. Beal, Outdoor Electric Neon techni-
cian, blowing Neon tubing for Mercantile
Bank installation in Outdoor Electric Adver-
tising factory.



Miles of Neon tubing climb skyward to 45-
foot clover leaf antenna of KERA, 454 feet
above street level. Looking up into 70-foot
steel tower, electricians J. W. Wallace, J. R.
M. Wallace and Argus Anderson checking
electrical equipment.

OUTDOOR ELECTRIC ADVERTISING, INC.

R. C. "Bob" Thompson—President

Outdoor Electric Advertising, Inc. Installations

R. C. "Bob" Thompson—Sec'y.-Treas.

- | | | | |
|-----------------------------|----------------------------|------------------|------------|
| Texas Power & Light Company | Texas Bank & Trust Company | Breweries | |
| Grand Buick Company | Santa Fe Railroad | Budweiser | Falstaff |
| any (Flying Red Horse) | Dr. West Products | Grand Prize | Jax |
| Skilern & Sons | | Southern Select | Tecate |
| | | | Bluebonnet |

IN DALLAS *Last Month*

FEILD FOSTER, manager of the LP-gas division of the Lone Star Gas Company, has been named to the board of directors of the Liquefied Petroleum Gas Association.



Cosmopolitan President. Knud E. Larsen has been installed as president of the Cosmopolitan Club of Dallas, succeeding R. E. Dennison, who has been named chairman of the board. Other new

officers include Jack W. Wilkes, vice president; E. J. Jones, secretary; Arthur Kinard, treasurer; and Claude Karr, sergeant-at-arms. New board members are J. H. Ingold, Tom B. Preston, and Edward E. Davis.

Pastor of the Battery Park Christian Church, Richmond, since 1942, the REV. RICHARD L. JAMES has assumed the pastorate of the Oak Cliff Christian Church, succeeding the REV. ALEX MOOTY, who resigned recently.

New president of the Texas Newspaper Publishers' Association is M. M. DONOSKY of the "Dallas Morning News." L. W. EIDT of Dallas is secretary. D. A. GREENWELL of the "Dallas Times Herald" is a member of the executive committee.

R. L. CALKINS, formerly of Corsicana and San Antonio, has been appointed district manager for the Aurex Dallas Company, manufacturer of a high fidelity hearing aid, with offices at 411-B North Akard.



Title Firm Vice President. Fred Melten, who has practiced law in Dallas for the last eight years and has been closing attorney for the Stewart Title & Guaranty Company, has been elected vice president of the Texas Abstract & Title Company, 1106 Main. From 1925 to 1936, Mr. Melten served as Southwestern representative in Dallas for Marshall Field & Company, Chicago.

ARRIS OWEN, who has been vice president since 1940 of W. D. Felder & Company, Dallas cotton firm, has been advanced to vice president and manager.

NORMAN W. BRAMLEY, controller and assistant secretary-treasurer of Neiman-Marcus Company, has been named a director of the Controllers' Congress of the National Retail Dry Goods Association.

PARTNERS IN TRANSPORT

Since 1875 this organization has been privileged to serve with Railroads and other transport agencies in building Dallas as the leading transportation center of the Southwest.

*Receivers, Forwarders and Distributors of All
Classes of Merchandise and Household Goods*

DALLAS TRANSFER & TERMINAL WAREHOUSE CO.

STORAGE
OFFICE AND WAREHOUSE
SPACE

MOVING, SHIPPING AND
HEAVY HAULING

SECOND UNIT, SANTA FE BUILDING
PHONE CENTRAL-7111



Business Broker

REAL ESTATE

AND

Business Property

R. R. McCAULEY

REALTOR

Phone R-1833

1618 BRYAN

DALLAS



Manager of New Firm. Lawrence Merchant, formerly manager of the major appliance division of Graybar Electric Company, is the active general manager of Rogers, Leche & Merchant, Inc., newly formed wholesale distributorship specializing in appliances and housewares, with offices and showrooms at 301 North Market. In addition to Mr. Merchant, owners of the new firm, incorporated for \$50,000, are Dan D. Rogers, president, and Miles F. Leche, vice president. Mr. Rogers is vice president of the Mercantile National Bank, and Mr. Leche is head of the Dallas advertising agency of Leche & Leche, Inc. The new concern has been named North Texas distributor for the Majestic Radio & Television Corporation and other suppliers. Arnold H. Grote, formerly credit manager at Peaslee-Gaultbert Corporation, has joined the firm as assistant to Mr. Merchant.

it takes only

5 PEOPLE

NOW any firm with as many as five employees can take advantage of the savings offered by Great American Reserve through its Group Life Insurance Plan—the economical way to buy life insurance. Complete coverage Group Hospital and Surgery Benefits also available.

Here is low-cost, safe protection for you. Let us show you the advantages of the Great American Reserve Plan—phone

BOB BOURDENE
R-9551

GREAT AMERICAN RESERVE

INSURANCE COMPANY
DALLAS 1, TEXAS

Old Line Legal Reserve
Stock Company

DR. PAUL C. STEPHENSON, who has been pastor of the Floral Heights Methodist Church at Wichita Falls since 1942, has returned to Dallas as district superintendent of the Methodist Church, succeeding DR. FRANCIS A. BUDDIN, assigned to a pastorate in Hot Springs, Ark.

JEAN H. DuBUQUE, former director of aviation for the City of Dallas, has established the Jean H. DuBuque Agency, aviation consultant and public relations counsel, with offices at 2219 Cedar Springs.

PAYNE HARRISON, a Certified Public Accountant and a partner in the firm of Harrison & Bland, has become a member of the staff of Draughon's Business College in Dallas as a lecturer on Federal tax accounting, business administration, and private accounting.

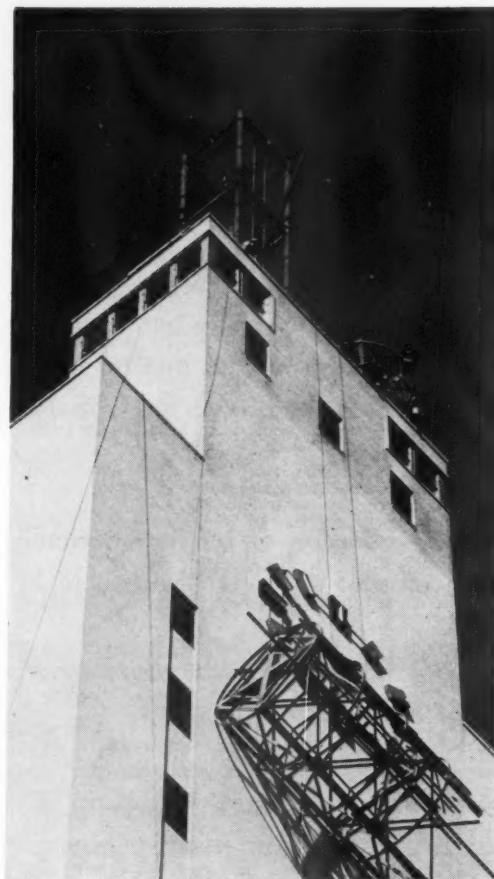
TELEPHONE C-5721

Photographs

THOMAS K. CONE, JR.

2027½ Young Street

Dallas



ANOTHER BEASLEY JOB

Steel erection on the seventy foot tower 470 feet above street level on the Mercantile Bank Building.

Other outstanding erection projects completed by the Beasley Organization include steel erection for the main structure of the Mercantile Bank Building, large aircraft hangars for the U. S. Government, bridges, buildings, power plants, mill buildings, radio towers, substations, transmission towers, seed houses and stacks.

JOHN F. BEASLEY CONSTRUCTION CO.

STEEL ERECTORS

MERCANTILE BANK BUILDING

MUSKOGEE

DALLAS

CHICAGO

Public Service

to benefit more people



It's a big job to keep up with Growing Dallas.

The need for extending service into sections beyond our regular bus and streetcar lines is always pressing, making it necessary to readjust those routes that have previously served the public satisfactorily.

And, in the extension of service, inevitably more people are benefited and satisfied than are discommoded.

Frequency of service normally varies directly in proportion to the volume of passenger traffic.

Dallas Railway & Terminal Company is moving rapidly to supply safe, dependable, convenient public transportation for the benefit of more and more people.

**for
Schedule Information
Dial R • 6807**

**DALLAS RAILWAY
& TERMINAL COMPANY**



New Safeway Division Manager. With the retirement of F. O. Burns, right, as division manager at Dallas for Safeway Stores, Inc., Herbert Wilcox, left, division chief at Phoenix, Arizona, for the last six years, has assumed direction of the Dallas division. Mr. Burns, a former vice president and director of the Dallas Chamber of Commerce, became associated with Safeway in 1919 at Pocatello, Idaho, and moved to Dallas in 1931 from Los Angeles, where he was retail sales director. Mr. Wilcox was district manager for Safeway in El Paso before his service at Phoenix.

Appointment has been made of REX BEASLEY as associate editor of the "Republic National Star," agency publication of the Republic National Life Insurance Company.

Formerly owner of the Fenn McDonald Furniture Company, PAT FENN has been named manager of the home ap-

pliance center of the Shaw Jewelry Company.

ROBERT R. FERGUSON, who joined the Republic National Bank in February, 1946, after four years of Naval duty and previously was with the Northern Trust Company in Chicago for eight years, has been advanced to assistant trust officer of the Republic.

32
YEARS

PUBLIC RELATIONS
EXPERIENCE

THE PERSONS J. CRANDALL COMPANY

*Advertising and
Public Relations*

330 Santa Fe Bldg., 2nd Unit • DALLAS • Telephone Central-6740

ACCOUNTANCY for EMPLOYED PEOPLE

As Exclusive Licensed Operator of
The DALLAS Chapter
American
Accountants Training Association

RUTHERFORD'S
now offers Home Study courses in
ACCOUNTING and TAXATION

A nationally recognized system of Home Study, plus local, personal supervision, training employees for advancement.

Employers Ask for Information

RUTHERFORD
School of Business
Commerce at Field • DALLAS 1, TEXAS

"FIFTY YEARS ON HEAVY ENGINEERING PROJECTS"

Firsts

IN CONSTRUCTION

First in the use of the dragline on drainage and irrigation projects—Among the First flood control jobs other than levees in the United States—Builders of the largest earth fill dam in North America and the largest at the time in the world—First to operate a gasoline driven shovel—First to introduce big dragline equipment into California. These Firsts offer a constant challenge to our present day organization to carry on the pioneering tradition in the solution of new and difficult construction problems wherever in the world they may arise.

GRAFE-CALLAHAN CONSTRUCTION CO.

DALLAS

LOS ANGELES

Letters:

Today I received a copy of DALLAS, which I enjoyed reading very much, with a plus of the fine page of pictures of the recent visit of the NEA (National Editorial Association) to your city.

The visit of the editors from all sections of the United States to your fair state of Texas was a revelation, especially to those from the East, who have no conception of distances. The hospitality accorded on every hand was rather amazing to our eastern delegates, who have been used to a different atmosphere.

The trip is considered by the NEAers as the tops in a great many years, and the comments and stories used on their return evidence this.

Thanks again for the fine job of selling Texas, and thank God we have people who enjoy doing nice things for strangers—the true American spirit.

FRED W. HILL.

Director,
National Editorial Association,
Hamburg, Iowa.

New minister of the Sunset Church of Christ is HOMER P. REEVES, formerly of Sherman.



Production Manager. J. M. Haggar, Jr., a former office boy of the Haggar Company, who has served in practically every department of the trouser manufacturing organization, has assumed his duties as production manager of the four Haggar plants located at Dallas, Greenville, Waxahachie, and McKinney. A graduate of Notre Dame University and a Navy veteran, he is also president of the Haggar factory at McKinney, new streamlined unit in the Haggar operation.

Two additions to the staff of Dallas Rupe & Son are SHELBY McDANIEL, municipal department, and J. ROBERT GRIFFITH, retail sales department.

J. M. BRADSHAW, president of the Hercules Oil Company, Dallas, has been elected a director of the Missouri-Kansas-Texas Railroad of Texas.



Typewriters
Adding Machines
Repairs and
Supplies

S. L. EWING CO.

1919 Main Street

C-5401

Dallas

Consulting Engineers

City Planning

and

Municipal Engineers

KOCH & FOWLER

RIVERSIDE 2533

Great National Life Bldg.

Dallas

Dear Aunt Mary—
Here is Susan's latest picture, which I promised to keep your album up to date.
It's hard to realize that she's really almost grown. I keep wondering what happened to the flying pigtails and pinapores and those funny little hats.
But she's lovely, Mary, as are all her friends.
In fact, seventeen is just a lovely age.
Love,
Betty

Gittings
F. R. P. S.

DALLAS • 2500 CEDAR SPRINGS

HOUSTON • LAMAR HOTEL



New Dallas Judge. Robert A. (Bob) Hall, formerly an assistant to Texas' Attorney General Price Daniel, has been appointed judge in the Criminal District Court of Dallas County by Governor Beauford H. Jester, succeeding the late Winter King. A Marine combat veteran, Judge Hall previous to his military service was associated with the Dallas law firm of McCombs, Andrews & Johnson, and after his return to Dallas practiced law in association with Charles S. McCombs under the firm name of McCombs and Hall until he became a member of the staff of the Attorney General in March of this year.

A. E. CAIGNON has been appointed Southwestern district representative at Dallas for General Electric appliance sales, with his territory including the Oklahoma City and Little Rock areas.

Formerly assistant ticket office manager at El Paso for American Airlines, GENE ROBINSON has been made manager of the Dallas ticket office in the Baker Hotel.



DIAMOND BARGAINS

Professional
Watch Repair
Service

CLAUDE ZIMMERLY
316 Republic Bank Bldg. C-2748

Editor of the newly established "Lake-wood News," suburban newspaper, is MARY COGDELL. Circulation manager is PETE BOATWRIGHT.

E. V. McCRIGHT & COMPANY, LTD.

Builders . . . Engineers

Specializing in Commercial and Industrial Construction

CENTRAL INDUSTRIES, INC.

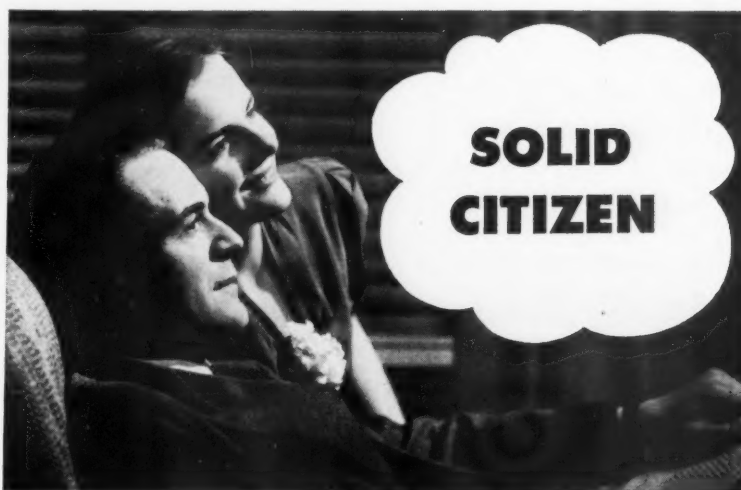
Owners . . . Management . . . Leasing

Business and Industrial Properties

3025 Taylor Street

Dallas 1, Texas

Phone R-6223-4



● He's an upstanding citizen in his community... active in its affairs... a man respected and admired by civic leaders, business associates and tradespeople alike.

● He's a family man, concerned, as YOU are concerned, with the protection and well-being of loved ones... the purchase of a home... education for the children... security for the future.

● He's the average man, faced with the same problems that YOU are faced with.

● But... there's one difference between you and him:

● He's your SOUTHLAND LIFE REPRESENTATIVE... a man well schooled in all phases of the Life Insurance Business and fully trained to understand YOUR insurance obligations; let him assist you in meeting them.

Southland Life
INSURANCE COMPANY
W. C. McCord, President Home Office: Dallas

O. M. POWELL of Dallas has been elected a vice president of the Texas State Association of Journeymen Barbers.

LOOSE LEAF COVERS • EDITION BINDING
"WIRE-O AND CERLOX PLASTIC BINDING"

Ask Us or Your Printer

AMERICAN BEAUTY COVER CO.

2002 North Field Street R-5179 Dallas

YOUR

House Doctor

HEATING - PLUMBING - BUILDING

... Repairs and Installations ...

PAINTING - PLASTERING

DECORATING

CUSTOM CABINET MAKING

•
LISTEN TO

"Music That Lives"

WFAA • Dial 570

Sundays 11:00-11:30 A.M.

**BUILDING MAINTENANCE
SERVICE, INC.**

South St. Paul at Cadiz

RIVERSIDE 6858



Form Meat Distributorship. R. A. Acers, right, a veteran of 36 years in the meat packing industry, and his son, R. S. Acers, left, have organized The Acers Company, 1114 Wood, which is specializing in supplying U. S. good and choice stamped meats to restaurants, hotels, clubs, and institutions. The firm, which is said to be offering the first service of its type in Dallas, has offices on the first floor and has leased 1,500 square feet of refrigerator space on the fourth floor from the United States Cold Storage Company. R. A. Acers was formerly manager of the wholesale division of Wilson & Company in Chicago.

Frisco Salutes Dallas

on the 75th Anniversary of the
inauguration of rail transport

5000 MILES IN

Texas Kansas Mississippi

Arkansas Missouri Alabama

Oklahoma Tennessee Florida





Custom Tailors. Ted Mayes, right, is manager and Bert Smith, left, is fitter for the new Dallas shop of Richard Bennett, men's custom tailor of New York, which has been opened in the new addition to the Southwestern Life Building. Mr. Mayes is shown demonstrating a pre-try-on plan used by the tailoring concern. A special pre-try-on coat, available in all sizes, is used to check the measurements of the customer and, in combination with a record of his measurements, is used as a guide in the cutting of materials, instead of the conventional basted try-on. The Dallas store has eight sliding panels of fabric, arranged in rainbow fashion, from which selection of material is made.

THOMAS, JAMESON & MERRILL

ARCHITECTS AND ENGINEERS
820 NORTH HARWOOD
DALLAS 1, TEXAS

TEXAS ELECTRIC RAILWAY CO.

Offers

FAST AND DEPENDABLE

CARLOAD and LESS THAN CARLOAD

FREIGHT SERVICE

Frequent and Unexcelled Passenger Service

Between

DALLAS — WACO — SHERMAN — DENISON



For Information, Call or Write
TRAFFIC DEPARTMENT
DALLAS, TEXAS

Members of the Dallas Pastors' Association have elected DR. FRANK C. BROWN, pastor of the First Presbyterian Church, as president. Other officers are the Rev. Patrick Henry, Jr., vice president, and John Henry, re-elected secretary. Members of the executive board include the Rev. E. B. Hill, the Rev. W. Albert Ericson, and the Very Rev. Gerald G. Moore, retiring president.

JOHN G. FITZHUGH, who advanced to special public relations representative for the Santa Fe Railway at Galveston from the job of messenger, has retired after 56 years of service with the railroad and will move to Dallas to become a member of the public relations staff of the "Dallas Morning News."

CHARLES L. HENRY & ASSOCIATES

CONSULTING INDUSTRIAL ENGINEERS

- Work Simplification
- Job Evaluation
- Incentive Plans
- Plant Layouts
- Industrial Surveys

Phone J-8-1686
3402 McFarlin Blvd. Dallas

CLOUD

Employment Service

"The Right Person for the Right Position"

Since 1929

Solve *your* personnel problems
by calling...

R-9581

We have Executives, Office, Sales,
and Technical help of all kinds.

Your use of our interviewing
room is invited.

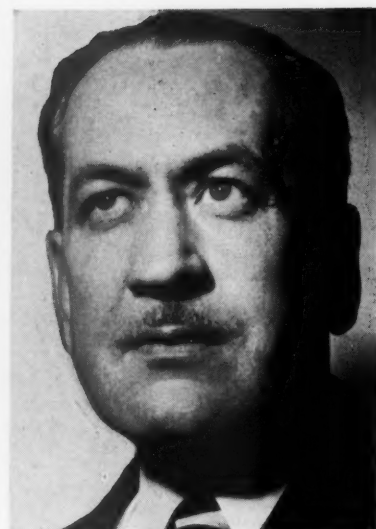
MRS. NELL B. CLOUD, *Manager*

Liberty Bank Building
DALLAS 1, TEXAS
No Cost to the Employer

New president of the Oak Cliff Lions' Club is HARLEY HIGHTOWER. Other officers are: DR. W. R. WILKINSON, first vice president; S. W. TAYLOR, second vice president; J. C. ANDERSON, third vice president; and EDWARD GUNNELLS, secretary-treasurer. New directors include S. V. McCARLEY, CLARENCE PAINTER, and CHESTER SWANN.

E. DeGOLYER of Dallas has been elected a director of the Texas Eastern Transmission Corporation, Houston.

DR. TINSLEY R. HARRISON of Dallas is president-elect of the American Heart Association.



Lone Star Steel's Operating Chiefs. Dallas executive offices opened in the Cotton Exchange Building by the Lone Star Steel Company are the headquarters of the company's chief operating officers: Dr. George H. Anderson, vice president, left, and George D. Ramsey, vice president and general manager. Dr. Anderson, who is now in charge of overall operations of Lone Star Steel, was project engineer for the company from 1942 and supervised the engineering and design of the Daingerfield iron plant, which was acquired recently by the company under a lease-purchase agreement negotiated with the War Assets Administration. He has served as consultant for various companies. A veteran of 25 years of steelmaking experience, Mr. Ramsey served as consultant during the war to Henry Kaiser's ore-development program in the Fontana steel operation in California, and since the end of the war, until joining Lone Star Steel, was an independent consulting engineer.

**Fully-Paid Investment
Certificates Issued
\$100 to \$5,000**

Insured by Federal Savings and Loan Insurance Corporation, Washington, D. C.

**METROPOLITAN BUILDING
& LOAN ASSOCIATION**
1400 MAIN STREET R-5103

**You Create
A Business**

**INSURANCE is the
then necessity**

Insurance Premiums are an operating cost which must be added to the price of your product to be sold in a highly competitive market.

I reduce this insurance cost by competent insurance engineering, both fire and casualty.

I have represented only capital stock insurance companies for forty years.



CRUGER T. SMITH

General Insurance

R-8624

Magnolia Building

LANDAUER and GUERRERO
CONSULTING ENGINEERS

Air Conditioning, Heating, Ventilating, Electric Wiring and Plumbing
Design and Supervision

4801 Lemmon Avenue

J-8-9562

PAINTABLE PERMANENT
ACOUSTI-CELOTEX
TRADE MARK REGISTERED U. S. PATENT OFFICE

Business benefits when noise is quieted with Acousti-Celotex.

Acousti-Celotex, the most widely used of all acoustical materials, is now available. It can be quickly and quietly applied without disturbing business routine and it can be repeatedly painted without loss of its efficiency.

S. W. NICHOLS COMPANY
Acoustical Technicians and Contractors.
Dallas T-3-2166 Houston Capitol 6020



Launches KIXL. Lee Segall is head of Dallas' newest radio station, KIXL, operating daytime at 1,040 kilocycles with a power of 1,000 watts and being promoted as "Your Daytime Good Time." Owned by the Variety Broadcasting Company, of which Mr. Segall is president, the new station is broadcasting its programs from its studio building, named Radio Town, at 1401 South Akard. Presenting both recorded musical programs and live shows, KIXL also broadcasts as a daily feature the "Hit Parade of Singing Commercials," described as the na-

tion's only unsponsored commercial program. The station, in which Tyrone Power, the film star, has an interest, plans to operate also on a frequency modulation band, with 10,000 watts power. Mr. Segall has been publicized widely as the originator of such national radio programs as "Dr. I. Q." and "Sing for Dough."

Members of the staff of KIXL include Louise Coblér, assistant manager; Ray A. Lewis, commercial manager; John D. Wilson, production manager; Charles F. Payne, program director; Shirley Sporic, continuity editor; Alice McCord, traffic manager; and Robert Miles, news editor.

The Oil Mill Machinery Manufacturing and Supply Association has elected H. P. KEAHEY of Dallas as president. A. G. FALK of Dallas is secretary-treasurer.

GEORGE SERGEANT, former Dallas mayor, has been appointed chairman of a citizens' organization for roadside improvement for District 18, comprising Dallas and six other counties, sponsored by the Texas Highway Department.

CHARLES F. WILSON, supervisor of stores in Dallas for the Lone Star Gas Company, has been named general chairman of the public utilities group of the National Association of Purchasing Agents.

SOUND ADVERTISING

is sound selling directed to the present . . . planned for the future.

LOUISE WOOD ALLEN
RANDALL BROOKS
MARIE CALLAHAN
WANDA JARROTT
EDWIN J. KARLSON
DAVE MCCONNELL
MACK J. MCKEE
HOWARD N. SMITH

Rogers & Smith Advertising

Established 1917

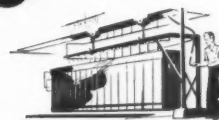
1524 Irwin-Keasler Building—R-6044

DALLAS CHICAGO NEW YORK

Whatever you make ..

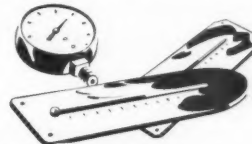
HUMBLE

makes a PRODUCT for the job



ICE:

The exceptionally low pour point of ZERICE 40 keeps ice plant machinery running smoothly at any temperature under any conditions.



or INSTRUMENTS:

RUST-BAN 392 prevents fingerprints or other acids from pitting and corroding finely machined parts during the manufacturing process. There's a RUST-BAN for every surface and service.

HUMBLE Fuels • Lubricants • Lubrication Service

Whatever you make, let Humble Products and Humble Lubrication Service help you do a better job. Humble Products are second to none in quality; Humble Lubrication Service prevents problems before they start. Let a Humble engineer make recommendations for your plant.

B **BOUGHT - SOLD - QUOTED**

**BANK STOCKS — INSURANCE STOCKS — PUBLIC
UTILITY, PREFERRED AND COMMON STOCKS —
CORPORATION BONDS — MUNICIPAL BONDS**

Your inquiries are invited.

★ *Oldest Trust Company in Dallas
Specializing in Investment Stocks and Bonds*

DALLAS UNION TRUST CO.

502 DALLAS NATIONAL BANK BLDG. DALLAS, TEXAS



Heads New Millinery Group. Abe Goldstein of Goldstein Hat Manufacturing Company is president of the newly organized Dallas Millinery Industries, Inc., which has been formed for industry-wide promotion of Dallas as a complete market for millinery and millinery supplies. Other officers are: Bill Sargent, Sargent Hat Company, vice president; and Lee Lazarus, Robins & Lazarus, secretary-treasurer. In addition to the officers, directors are Sam Berger, Berger Millinery Company; Joe Goldsberg, Gold-Claire Hat Company; Dwight Kierbow, K. G. Hat Company; and R. B. Smith, supplier.

DOUGLAS E. STRICKLAND has become associated with the Travelers Insurance Company as agent through his own agency in the Travelers branch office in the Republic Bank Building.

G. C. PATTERSON, director of religious education at the Forest Avenue Baptist Church, has been elected president of the Dallas County Baptist Brotherhood.

The appointment has been announced of M. C. HERD as service manager for Hamilton & Ellis, Inc., Reo distributors for the Dallas area.

**Fly
DAS**

**FROM ROUND THE WORLD THEY COME
To Train at Dallas Aviation School**

The more than 20,000 people trained in aviation at D.A.S. in 21 years of successful operation include students from:

Alaska	Mexico	Cuba	China	Colombia	Switzerland
Canada	Brazil	Iraq	Japan	Nicaragua	Santo Domingo
Hawaii	Panama	India	Haiti	Puerto Rico	Philippines

with applications now pending from several other countries.

Dallas business or professional or employed people may secure internationally-recognized FLIGHT TRAINING at Dallas Aviation School in

SPARE TIME

- Private License
- Instrument Rating
- Commercial License
- Multi-engine Rating

Approved for G.I.

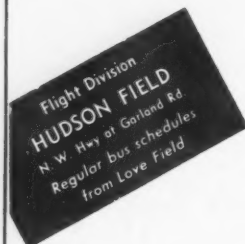
CONVENIENT SCHEDULES ARRANGED AFTER BUSINESS HOURS and WEEK-ENDS, TO MEET YOUR NEEDS



**DALLAS AVIATION SCHOOL
AND AIR COLLEGE**

A Division of Harry M. Chase, Inc.

LOVE FIELD • DALLAS • D4-2641



"58 Years in Dallas"

J. W. LINDSLEY & CO.
Realtors

Our 58 years' experience in handling Real Estate in Dallas enables us to give quick and efficient service in filling your needs.

We Specialize in Industrial Property
1209 Main St. • Phone C-4366



Civitan President. Jack Meletio has been advanced from vice president to president of the Dallas Civitan Club, succeeding Frank Lindsey. Other officers are: W. K. Vaughn, president-elect; A. L. Berthold and G. C. Blakely, vice presidents; P. M. Brier, treasurer; and George W. Jones, secretary. Directors are Frank Lindsey, D. J. Duncan, Herbert White, Louis Snell, Frank Workman, H. A. Wellbaum, Homer Magness, C. L. Walker, L. H. Whiting, Bert Stitt, Joe Phillips, Bruce Cunningham, Jr., Bill James, E. W. Dublin, Mark A. Hancock, and Frank Lindsey.

Ashley Hale Sets Up Ad Production Service

Ashley Hale, experienced in advertising production, has opened his own studio at 1901 McKinney as free-lance art director. Specializing in the design and the supervision of the production of advertising, he is operating under the firm name of Ashley Hale, Visualizer. Previous to opening his studio, he was account manager for the advertising agency of Tracy-Locke Company, and before that was art director at Rogers & Smith Advertising Agency.

✓ ✓ ✓

STAN LANE, who has been general sales manager at San Francisco for the Western division of the McAlister Syndicates, has been moved to Dallas as national executive director of the Aee and Mac McAlister Advertising Agency.

✓ ✓ ✓

ROBERT W. SAUNDERS and J. B. EDWARDS are additions to the sales staff of the R. B. Hills agency at Dallas of the Aetna Life Insurance Company.

✓ ✓ ✓

FRANKLIN I. BRINEGAR, executive vice president of the Continental Supply



Lions Club Chief. Fay Brown has been elected president of the Lions Club of Dallas, succeeding Will C. Grant. Other officers are Ralph D. Baker, first vice president; Knud Larsen, second vice president; J. B. Burleson, secretary-treasurer; R. T. Whittle, tail twister; and Louis Charninsky, lion tamer. Directors are C. C. Renfro, Max Goodman, Lloyd E. Elliott, V. Y. Rejebian, Nathe Bagby, Z. E. Marvin, and Ray L. Miller.

Company, has been elected to the board of directors of the Texas Bank & Trust Company.

OVER 17 YEARS OF SERVICE TO RAILROADS IN DALLAS



ZANES FREIGHT AGENCY

For Your Railroad LCL Pickups, Call:

SOUTHERN PACIFIC LINES—Dispatcher C-8611

M. K. & T. LINES—Dispatcher C-1401

ROCK ISLAND LINES, Dispatcher R-8140



Sales Executives' Leader. George Young has been elected president of the Dallas Sales Executives Club, succeeding R. Barney Shields. Other officers are Tom A. Harris, first vice president; C. T. Ellis, second vice president; and Guy

Draper, secretary-treasurer. Directors are J. Richard Brown, C. T. Ellis, T. A. Harris, Zene Havstad, R. W. Hogan, A. D. Peabody, Norman G. Wolf, George Young, R. Barney Shields, and Bentley Young.

Dallas district judges have elected JUDGE JOHN A. RAWLINS of the 116th District Court as presiding judge of the group, succeeding Judge W. L. (JACK) THORNTON.

An addition to the board of directors of the Republic National Life Insurance Company is JAMES C. DYCUS, vice president of the Oak Cliff National Bank and Trust Company.

W. W. LYNCH has been advanced from vice president to executive vice president of the Texas Power & Light Company.

B. AUTRY of the Autry Salon, 2018 Abrams, has been continued as president of the Texas Association of Accredited Beauty Culturists for the ensuing year. MRS. MAYE WHITLEY of Dallas has been elected secretary.



Athletic Club Publicist. Miss Mary Alice Brown, formerly in the publicity department in Dallas of Interstate Circuit, Inc., has been named director of public relations for the Dallas Athletic Club and editor of the organization's magazine, "Dallas Athletic Club News." She succeeds Mary Kirwan.

RAY A. PITTMAN has been named wholesale manager for the Dallas Hudson Company. WALTER J. COGDELL has been appointed parts and service representative.

Tom W. Collins
Publicity • Advertising
Photography
J8-8869
L-3669 3709 HAYNIE

Sign
of better



automobile service...

ANY resemblance between this Ed Maher sign and the figure ONE is purely coincidental. But that the quality of automobile service obtained under this sign is FIRST is deliberate and intentional ... and guaranteed.

2 complete AUTOMOBILE SERVICE CENTERS—twice as convenient

420 N. HARWOOD
9th at LANCASTER

ED MAHER—DALLAS' OLDEST AUTHORIZED FORD DEALER



Heads Insurance Club. John L. Evans, manager of the Dallas agency of Southland Life Insurance Company, has been elected president of the Life Insurance Managers' Club of Dallas. Other officers are Guy L. Goldstandt, Equitable Life Assurance Society, vice president, and Mortimer Buckley, New England Mutual Life Insurance Company, secretary-treasurer.

WENDELL CHARLES MERRITT, JR., and KENNETH WEILAND MERRITT, grandsons of the late Charles F. Weiland, founder of the Weiland Undertaking Company, have become actively associated with the Charles F. Weiland Company as vice president and funeral director and vice president, respectively.

New president of the Southern Seedmen's Association is A. J. BIGGIO, JR., manager of Nicholson's Seed Stores, Dallas.

A. E. CHESTER, Dallas, Magnolia Petroleum Company, has been named a director of the Halliburton Oil Well Cementing Company.

BUSINESS, RESIDENTIAL,
INDUSTRIAL

LOANS

For Building, Buying,
Refinancing or Repairing Business
or Residential Real Estate at
Lowest Interest Rates.

FHA and GI Loans
On New and Existing Homes.

T. J. BETTES CO.

Donald McGregor, Vice-President
1202 MAIN C-8028
South's Leading Mortgagee

DALLAS • JULY, 1947



LISTEN FOR THE WHISTLE
KEITH'S FRUIT EXPRESS
WBAP 570 -- 7:45 A.M.

Sleek, smooth engines . . . electronic signal controls . . . thousands of able personnel; this indeed is a far cry from "railroading" in 1872! And just as changed is the manner of shipping . . . packing . . . selling of the Nation's finest fruits and vegetables. Through the utilization of modern railroad facilities, the Ben E. Keith Company brings to you and thousands of other customers the highest quality foods, the very freshest foods! Just as your own insignia identifies your line, the blue and yellow label identifies the best in fruits and vegetables as being

fresh-from Keith's

Largest Distributors of Fresh and Frozen
Fruits and Vegetables in the Southwest



LISTEN FOR THE WHISTLE - WBAP - DIAL 570

• DALLAS • FORT WORTH • WICHITA FALLS • LUBBOCK • ABILENE • LONGVIEW

Merchants State Bank To Erect 9-Story Home

Construction of a nine-story, \$1,000,000 building to house the Merchants State Bank is scheduled to begin about August 1 on the southwest corner of Ross and Henderson. The bank, which opened for business in January, 1946, in the old L. S. Thorne home at 4703 Ross, will occupy about 6,000 square feet of space on the ground floor and have a pent-house directors' room. The remainder of the ground floor will provide quarters for a drug store and various shops. Upper floors will provide about 50,000 square

feet of space to be rented for offices. Wiltshire & Fisher are architects for the new building, and T. C. Bateson is contractor.

JOHN W. CARPENTER, president of the Texas Power & Light Company, has been appointed a member of the advisory committee of the Edison Electric Institute.

BOONE POWELL, who has been associated with Baylor University Hospital for two years, first as office manager and later as business manager, has been appointed to the newly created post of assistant administrator.



Opens Advertising Office. Robert J. Burke is vice president in charge of a Dallas office opened at 2719 McKinney by Advertising Incorporated of Fort Worth. A veteran of five years in the armed forces, Mr. Burke has since his return from military service been associated in Dallas with Glenn Advertising, Inc., and the McCarty Company. He was formerly connected with a Cincinnati agency, and was graduated from Bucknell University.

Formerly assistant zone manager at New Orleans for the Chevrolet division of General Motors Corporation, E. L. ALLEY has been transferred to Dallas in a similar capacity.

WILLIAM F. BRAIN, formerly district traffic manager at Dallas for Pioneer Air Lines, has become associated with the retail division of Sears, Roebuck & Company.

DR. TATE MILLER of Dallas is the new president-elect of the State Medical Association of Texas. DR. FRANK A. SELECMAN of Dallas is vice president.

Specializing in Sales and Leases of Business Property



MAJORS & MAJORS

REALTORS

FIRST NATIONAL BANK BUILDING

Telephone Riverside-3231

DALLAS

EVERETTE HALE

HEALTH BUILDER

R-6051 711 Construction Bldg.

PAUL G. BENTLEY CO.

Engineers

DALLAS • TEXAS

ELECTRICAL • MECHANICAL • REFRIGERATION
INDUSTRIAL AND UTILITY ENGINEERS



Moves to Dallas. With the removal by International Derrick and Equipment Company of its advertising headquarters from Columbus, Ohio, to 1315 Pacific, all of the company's advertising activities are now being handled from the Dallas office under the direction of E. J. Whetzel, advertising manager. A former resident of Texas, Mr. Whetzel assumed charge of the advertising program of the International Derrick and Equipment Company two years ago. He has served this year as a director of the National Industrial Advertising Association and program chairman of the Central Ohio Industrial Marketeers. A member of the Dresser Industries Group, International Derrick and Equipment Company manufacturers oil field equipment familiarly known by the name Ideco, operates five plants, including one in Beaumont, and directs its foreign activity from the company's export headquarters in Dallas.

Bankers Life Company has announced the appointment of E. R. MORRISON as Texas loan manager, 1206 Magnolia Building, succeeding C. C. DABNEY, who has retired.

WYATT C. HEDRICK

Architect and Engineer

904 Fort Worth Ave. Phone C-1246

RUTHERFORD CALCULATING SERVICE

We figure inventory extensions, percentages, statistics, etc. Work done in your office or ours.

BURROUGHS CALCULATORS FOR RENT
1312½ Commerce Phone C-4538

New Sheet Metal Firm Established in Dallas

A new Dallas company, Mustang Sheet Metal & Manufacturing Company, 3013-15 Canton, will confine its entire output to air-conditioning duct work and general sheet metal construction. The con-

cern's offices and shop facilities comprise 5,700 square feet of floor area. Fred A. Lenzen, Jr., who has had 25 years of experience in the sheet metal field, is president, and L. J. Van Sickle, formerly on the engineering staff of General Electric Company, is vice president.

STEEL STAMPS

Embossed and Debossed Marking With Metal Tools

- Letter and Figure
- Hand and Machine
- Inserts
- Symbol and Inspection
- Interchangeable
- Burning Brands

Hob and Mold Engraving

Brass Dies — Gold Stamping Dies

MANUFACTURERS OF ENGRAVED NAMEPLATES
BAKELITE, PLASTICS, BRASS AND ALUMINUM

ROY M. FELLERS CO.

Member: Marking Device Association

2207 Olive Street

DALLAS 1, TEXAS

Phone R-4997

Free Booklets
On Request.

Now on Display
In Our Showroom.



THE SWING IS TOWARD ELECTRIC TRUCKS

MORE BUSINESS FIRMS ARE SELECTING
ELECTRIC POWERED MATERIAL HANDLING
EQUIPMENT BECAUSE

LOWEST-COST ENERGY—electric power at ever-decreasing cost—and most reliable for all industrial power requirements.

SIMPLEST, STURDIEST CONSTRUCTION—simplicity of electric transmission and control. Savings in lost time of men and machines, fewer accidents. Less damage to products and equipment.

UNEXCELLED PERFORMANCE RECORD—over 90% of the electric trucks sold in the past 20 years are still in constant service.

STORAGE ECONOMIES FROM HIGH-STACKING—reduces congestion—Frequently saves cost of a new building by more efficient use of available space.

SEND COUPON FOR DETAILED INFORMATION AND BOOKLET

MAIL
TODAY

Gentlemen: Please send illustrated booklet on electric trucks:

Name: _____

Address: _____

City: _____

State: _____

GENERAL INDUSTRIAL SUPPLY CORP.

13th and Monroe Streets
Telephone 2-8281
FORT WORTH, TEXAS

Wholesale Electrical and
Industrial Supplies

Jack Pew Dinner

(Continued from Page 31)

John W. Timmins, chief counsel of the Sun Oil Company in Texas.

Mr. Pew was presented with an engraved scroll as a memento of the occasion by Nathan Adams, chairman of the board of the First National Bank.

A tribute to Mr. Pew's attainments with the Sun was voiced by Mr. Timmins on behalf of the Sun's 2,500 employees in Texas.

"Jack Pew has grown up with the Sun Oil Company in Texas, and now we expect the company to grow up with him in

his new and greater responsibilities in Philadelphia," said Mr. Timmins.

In response, the guest of honor pointed out that his efforts in behalf of various Dallas civic causes had stemmed from "my great love for Dallas" and that he was able to accomplish what he did "because Dallas and its leaders are a great team to play on."

Arrangements for the dinner were under charge of George Waverley Briggs, vice president of the First National Bank, and Russell S. McFarland, chairman of the the Oil Committee of the Dallas Chamber of Commerce.

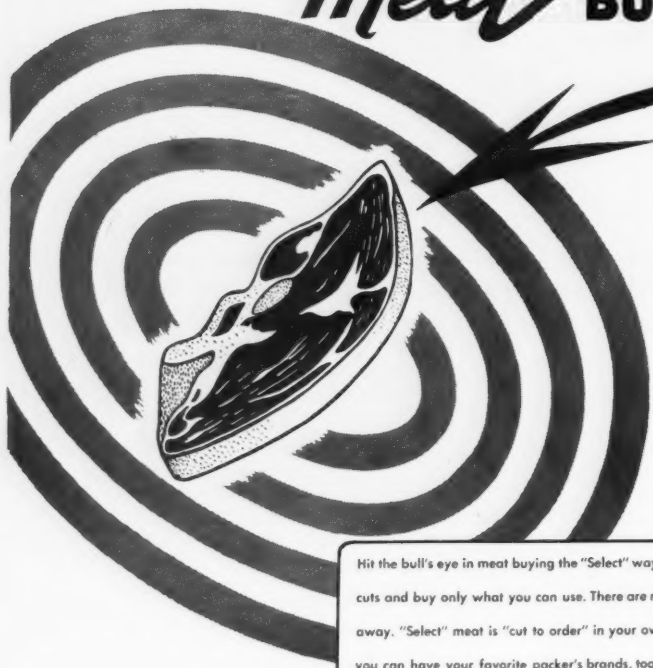


Baptist Publicist. Andrew Q. Allen, formerly business manager and assistant administrator of Baylor University Hospital, has been named to the newly created position of director of public relations at Dallas for the Baptist General Convention of Texas, with headquarters in the Baptist Building. Mr. Allen will serve as press liaison officer and direct the production of literature, posters, and other publicity material for the Baptist convention and its various departments.

1 1 1

THOMAS J. McHALE, advertising manager of DALLAS, is the new commander of the John Low-Joe Smartt Post of the American Legion, succeeding ANDREW PATTON. Other officers are JAMES V. LOVELL, first vice commander; RUEL SCHOTT, second vice commander; GEORGE McCLURE, third vice commander; JACK CASON, finance officer; DAN BATES, assistant finance officer; JOE CARTER, sergeant-at-arms; CHARLES F. MAYER, judge advocate; RICHARD B. HUMPHREY, chaplain; and MRS. TERRY LANGLEY, historian.

HIT THE BULL'S EYE IN Meat BUYING



Hit the bull's eye in meat buying the "Select" way. Order "Fabricated" cuts and buy only what you can use. There are no trimmings to throw away. "Select" meat is "cut to order" in your own special way. And you can have your favorite packer's brands, too, in several grades of fine meats.

Look for the refrigerator truck with the big red "S" to bring you ready cut meats directly from our modern plants.

**SELECT
MEAT
CO. INC.**

CHALLENGER'S

717 N. SAN JACINTO ST. HOUSTON 2, TEXAS, PRESTON 3371
4008 COMMERCE ST. DALLAS, TEXAS, PHONE U. 6-4884

WE HAVE YOUR FAVORITE PACKERS BRAND

GRAYSON GILL

Architect and Engineer

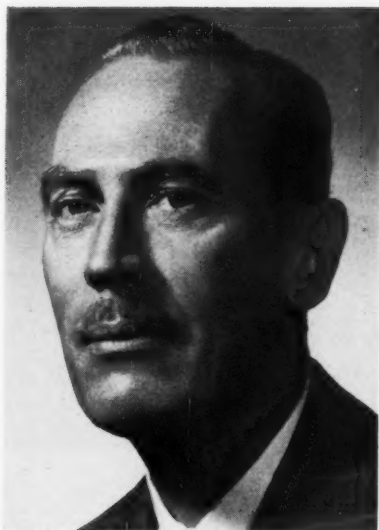
306 Great National Life Building

S. J. NADEL, CLU.

AND ASSOCIATES

Life Insurance Counselors

2006 Tower Petroleum Building
Telephone R-3083



Sales Manager. J. H. Bell, assistant vice president and for more than two years head of the public relations and advertising department of the Foster Wheeler Corporation, has been named sales manager of the company's newly formed Dallas district, with offices in the Republic Bank Building. Mr. Bell, who started with the Foster Wheeler organization in 1923 as a cadet engineer in the machine shop of the Carteret, N. J., plant, will have charge of a district embracing parts of Texas, Oklahoma, and Mississippi, and all of Arkansas.

J. C. HATTEN, who was sales manager for the Pontiac Foundry & Machine Company before joining the farm equipment

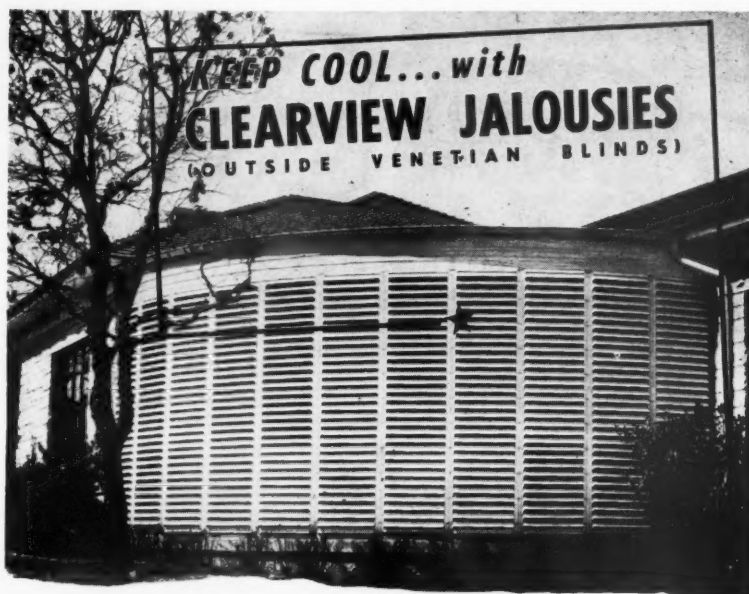
sales force of Graham-Paige Motors Corporation, has been appointed manager of the Southwest sales region for Graham-Paige's farm equipment sales division, with headquarters at Dallas.

A former member of the editorial staff of the "Dallas Morning News," JOHN W. WAGNER, Army Air Forces veteran, has been appointed public relations director for the Texas Mid-Continent Oil & Gas Association, succeeding NORTH BIG-BEE, who resigned recently to do freelance writing.

Trice Floor Coverings Incorporated for \$100,000

Trice Floor Covering, Inc., is the new name of W. H. Trice Floor Coverings, which has been incorporated with \$100,000 paid-in capital. W. H. Trice is president of the concern, established in 1945 on Abrams Road in the Lakewood shopping area. Joe R. Eddins is vice president and Helen M. Trice is secretary-treasurer.

New pastor of the Ervay Street Baptist Church is REV. WILBUR W. SWARTZ, formerly musical director at the Forest Avenue Baptist Church.



★ WHEN THE SUMMER SUN COMES BEAMING DOWN!

Storm shutter—ventilation control—prowler guard—venetian blind—sun visor . . . CLEAR-VIEW JALOUSIES are a 5-to-1 boon to any home owner. AMERICAN SOCIETY OF HEATING AND VENTILATING ENGINEERS tests show homes with this type installation are up to 15 degrees cooler than those without outside blinds . . . and inside of window is left clear of obstructions, to be decorated as you please.

CLEAR-VIEW JALOUSIES are easily operated from inside with window open or closed, yet tamperproof from the outside, making CLEAR-VIEW the ideal combination for comfort, privacy, and protection.

Scientifically designed and precision built by highly skilled craftsmen, CLEAR-VIEWS last a lifetime.

The patented 5-in-1 combination treatment for windows, porches, doors.

For full information call or write

TASCO CORPORATION (Est. 1922)
OUTSIDE VENETIAN BLIND CO. DIVISION
2625 Elm Street • Dallas • R-6071

Call
KARR
EMPLOYMENT SERVICE

SPECIALISTS IN
OFFICE, SALES AND
TECHNICAL PERSONNEL
FOR MORE THAN
20 YEARS

No Charge to the Employer
821 Republic Bank Building

Associate Offices
in 34 Cities

C4351



Accordion School Manager. Robert Franklin, formerly head of the Franklin Accordion School, has been appointed manager of a Dallas school opened by the Trick Brothers National Accordion Institute in the newly remodeled Porter Building, Ross and Griffin. Mr. Franklin will also serve as the Institute's Southwestern musical director. The new school, which offers beginning and advanced instruction as well as facilities for the sale and repair of accordions, will serve as head-

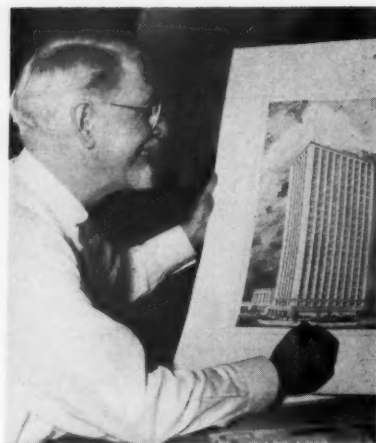
quarters for the Southwestern region for the Trick Brothers Institute, which has its main office in Toledo, Ohio.

New Stewart Company Is Tractor Distributor

The newly formed Stewart Company, with general offices and warehouse at 5115 East Grand, has been appointed distributor in Texas for the Ford tractor and Dearborn farm equipment. President of the new concern is P. J. Peters, who was president of the Bull-Stewart Equipment Company, now being liquidated. Other officers of the Stewart Company are: Earl D. Bottom, executive vice president; Waldo E. Stewart, treasurer; Peter P. Stewart, vice president; and Gordon Hall, secretary. Harry E. Stewart is chairman of the board.

A former Army chaplain, the REV. GEORGE C. FARMER has become pastor of the Lakeview Christian Church, succeeding REV. H. NELSON ZIMMERMAN, who resigned.

The recently opened Dallas district office of the Wells Fargo Carloading Company, Inc., 2551 Elm, is under charge of E. G. WARING as manager.



Ad Agency Adviser. Roy E. Lane, Dallas architect, who at one time was president of the Gilliam, Lane and Wilson Advertising Company in Kansas City, has become associated with the Dallas office of the Bozell & Jacobs advertising agency as technical adviser to clients in building, construction, and manufacturing fields. Mr. Lane has designed several of Dallas' major buildings.

American Casualty & Life Announces Polio Policy

A new insurance policy providing indemnity against poliomyelitis has been announced by the American Casualty & Life Company of Dallas. Known as the All-American, the new policy covers payments of all bills of victims up to \$5,000.

Manager at Iowa, La., since 1938 for United Gas Pipeline Company, F. B. WINBERRY has been transferred to Dallas as district manager, succeeding the late JOHN E. BAHAN.

An enlarged truck sales and service department opened by the Roy Hill Chevrolet Company across the street from its main building at Ninth and Lancaster, is under charge of R. D. MAHONEY as new and used truck manager.

FLUORESCENT
Fixtures

Daylight at Midnight
Wholesale Only

**Dealers—Save Money Here
Up to 50% Discount**

"First in Fluorescent"

Made with our exclusive glass diffusing panels which
soften and diffuse the light without loss of efficiency—
Over 300 styles and designs

INQUIRIES INVITED
Tubes + Starters + Ballasts

BE SAFE—BUY OUR GUARANTEED FIXTURES
as thousands of others have done, all thru the South
Underwriters Approved

DAYLIGHT at MIDNIGHT
Central 3383
Oldest Fluorescent Dealer in the South

**FLUORESCENT LITE
EQUIPMENT CO.**
918 COMMERCE STREET • DALLAS, TEXAS

STORE OR OFFICE

HOME

BREAKFAST - KITCHENS
DINING ROOMS
BATHROOMS
PLAY ROOMS
RECREATION

FACTORY

We Send You Qualified Applicants

For Professional—Technical
Office and Sales Positions

CITY PERSONNEL SERVICE

Edith Sewell, Manager

2018½ Main Street

Phone R-4786

Robert D. Goodwin

ARCHITECT

TELEPHONE LAKESIDE-5759

4801 Lemmon

Dallas, Texas



Petroleum Engineer. A new member of the staff of the oil department of the First National Bank is J. Howard Samuell, formerly district geologist and petroleum engineer for the West Texas and New Mexico operations of Lane-Wells Company. A graduate of the University of Oklahoma and a veteran of World War II, Mr. Samuell has assumed his duties as petroleum engineer in the oil department, headed by Eugene McElvaney, vice president.

Former Kahn Officers Found New Cotton Firm

Sternberg-Martin & Company, with offices in 1203 Cotton Exchange Building, is a new Dallas cotton merchandising firm organized by former officers and employees of the recently liquidated J. Kahn & Company. Officers of the new concern, which will deal in domestic and export cotton, are: James A. Stavely, chairman of the board; Harold S. Sternberg, president; George Wheeler, vice president; Ed Martin, treasurer; and John L. Wolf, secretary.

R. L. BUDDINGTON has been appointed district manager at Dallas for D. E. Sanford Company, Inc., national manufacturers' representative, with offices at 606 North Field.

HENRY S. BUTTS, who has been associated with the Oldsmobile division of General Motors Corporation since 1929, has been advanced from assistant zone manager at Chicago to Dallas zone manager, succeeding A. J. MUTSCHLER, who resigned.

A law partnership under the name of Harris and Lee has been formed by MANSON HARRIS and RICHARD R. LEE, JR., who have offices in the Wilson Building.

H&NT Motor Freight Lines To Occupy New Quarters

Houston & North Texas Motor Freight Lines expect to move by mid-July into new quarters being completed on Elder Street in the Trinity Industrial District. The \$115,000 structure on a one-and-one-half-acre tract will provide 11,000 square feet of space for the trucking concern's general offices, loading docks, and maintenance shops, now located at 1101 Cadiz.

Two appointments made by Cokesbury Book Store, 1910 Main, are those of H. D. REDDING as retail store manager and D. B. JAMES as mail order division manager.

JOHN EVANS SHUMWAY, formerly traffic representative for Trans-World Airlines in New York, has been appointed district traffic manager at Dallas for Pioneer Air Lines, succeeding WILLIAM F. BRAIN, who resigned recently.

MAX UTAY has been elected president of the East Dallas Merchants' and Brokers' Association. Other officers are ARTHUR UTAY, vice president, and MAX WYLL, secretary-treasurer.



Directs Insurance Agency. Preston A. Stanford, who has been with the Prudential Insurance Company of America at Washington, D. C., since 1935, is manager of the new Dallas industrial (weekly premium) office opened in 516 Thomas Building by the Prudential. Assistant district managers of the new division are John H. Freeman, William M. Trollinger, Paul M. Clay, and Douglas W. Long. Miss Mary I. McGurk is office supervisor.

Salute to Dallas!

The Minneapolis & St. Louis Railway congratulates Dallas on the 75th anniversary of inauguration of railroad transportation, great builder of cities.

The M. & St. L. likewise recently celebrated its 75th anniversary. In September, 1871, it completed its first line and for three-quarters of a century has been a major factor in Midwest transportation.

Through connecting railways via Midwest gateways, the M. & St. L. has provided fast, dependable transportation of the many commodities produced and consumed in Dallas and Texas, thus contributing to their growth and prosperity.

Ten years ago, the M. & St. L., recognizing the growing importance of Texas traffic, opened an office in Dallas, to insure even better freight service for the city and state. This was an early step in the modernization program which has made M. & St. L. an efficient freight carrier.



The Minneapolis & St. Louis Railway

TRAFFIC OFFICES IN 36 KEY CITIES

General Offices

NORTHWESTERN BANK BUILDING
MINNEAPOLIS 2, MINN.

Fred Mitcham Opens Agency for Rare Books

Described as Dallas' first exclusively rare book outlet, a new service for collectors has been set up by Fred J. Mitcham, 4623 West Stanford. Mr. Mitcham is currently preparing catalogues and lists of rare books, classic and modern first editions, famous presses, bibliographies, books about books, illustrators, general Americana, sporting books, and colored plate books. He announced that, while he will operate his business primarily on a mail-order basis, he will have facilities for serving directly active collectors in Dallas and other Texas cities.

SIDNEY PIETZSCH, formerly managing editor of "Scene Magazine," has become associated with Radio Station WFAA as news editor.

BENNETT & CRITTENDEN

Architects
DALLAS

Members American Institute of Architects
Members Texas Society of Architects

Employment Agency



PRESENTING
DALLAS'
FINEST
EMPLOYMENT
SERVICE

★ OFFICE
★ SALES
★ TECHNICAL

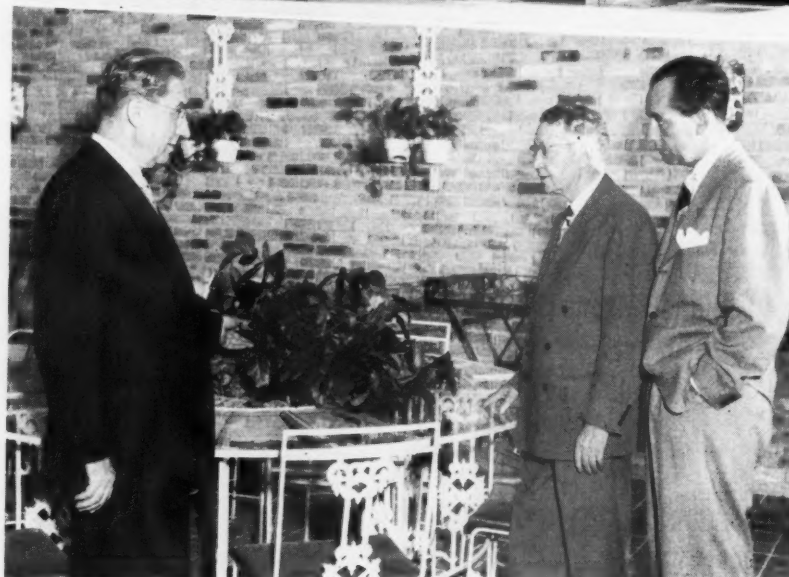
CALL
R. 3426

Time Saved in Finding Right Employee
With a Minimum of Interviews
NO CHARGE TO EMPLOYER

EVANS

1102
GULF STATES BLDG.

EMPLOYMENT SERVICE



New Dallas Furniture Store. Designed in the manner of early New Orleans architecture, inside and out, Simons-Langford, Inc., 1919 Ross, opened last month as Dallas' newest store specializing in fine furniture. Top photo shows the distinctive early New Orleans French architectural styling of the exterior. View of a portion of the interior at bottom shows the firm's top officials, left to right: Ernest Tepper, executive vice president and general manager; A. J. Langford, president; and Pol-lard Simons, vice president. The store includes a patio garden with a display of wrought iron garden furniture in all finishes.

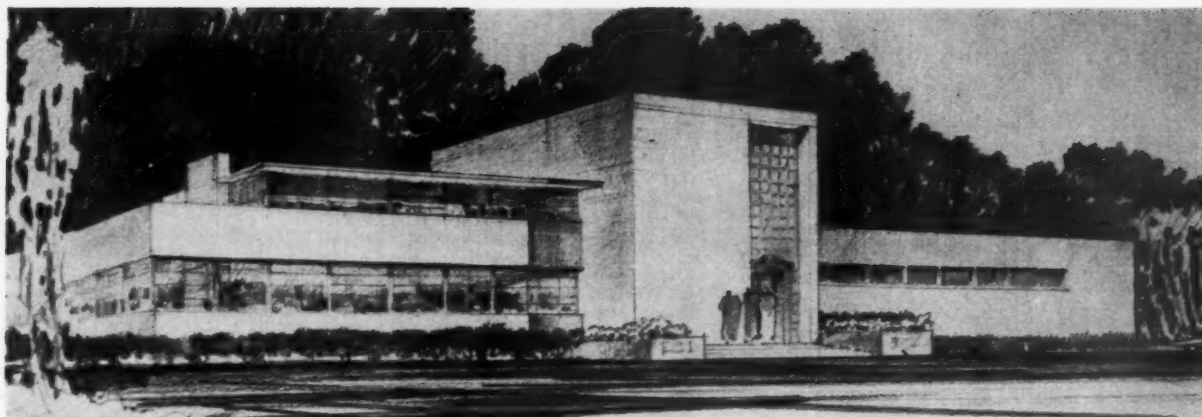
An interior decorating department is under the management of Edward Wedell, a veteran of some 25 years in the home decoration field in the Southwest. The store also has a home appliance department.

Adleta

SHOW CASE AND FIXTURE
MANUFACTURING CO.

1814 CEDAR SPRINGS • DALLAS, TEXAS

DESIGNERS & MANUFACTURERS
OF STORE AND BANK INTERIORS



Medical Student Center. As a memorial to the late J. A. Skillern, founder of the Skillern Drug Stores, a student center building will be erected on the campus of Southwestern Medical College with the gift of \$100,000 presented last month to the Southwestern Medical Foundation by the son of the founder of the Skillern chain.

The contribution was made by Rae E. Skillern, president of Skillern & Sons, Inc., in the name of Mr. and Mrs. Skillern

and family and the Skillern organization.

The architect's sketch reproduced above shows how the proposed structure will look when completed adjacent to the main units of the medical college on the Harry Hines Boulevard site, south of Inwood Road. Plans drawn by Roscoe De Witt, architect, propose a two-story building housing reading rooms, lounges, a lunch room, game rooms, a lobby, offices, and meeting rooms.

Hesse Envelope Company To Occupy New Quarters

A four-story building at Commerce and Trunk is now being remodeled as quarters for the plant operations of the Hesse Envelope Company, now located at 911-17 Munger. In its new home, the company will have 60,000 square feet of floor area and additional equipment. The factory will be located on the first floor, with upper floors providing stock room and warehouse space.

DISTRICT ATTORNEY WILL WILSON of Dallas County has been elected chairman of the district and county attorneys' section of the State Bar of Texas. **ROSS MADOLE** of Dallas has been named chairman of the Junior Bar.

Having been on a year's leave of absence as manager of the New York office of Taylor-Howe-Snowden Radio Sales, **ROY COWAN** has returned to Dallas to resume active association with the Southwest Printing Company as president.

JAMES H. IRWIN, who has been with the Southern Pacific Lines since 1920 and has served as assistant agent in Sherman and agent in Austin, has been advanced to station agent at Dallas, succeeding **HENRY L. KELLY**, transferred to San Antonio.

MAURICE L. CARLSON has been made manager for the Associated Master Plumbers of Dallas.

DALLAS • JULY, 1947

PICKUP
PANEL
STAKE
VAN

TRUCKS FOR RENT
EVERYTHING FURNISHED
(EXCEPT DRIVERS)

HOURLY
DAY
WEEK
MONTH

TRUCKS FOR TERM LEASE
PAINTED AND LETTERED—YOUR SPECIFICATIONS
ALL SIZES—PICKUPS TO TRACTOR-TRAILERS
Let Our Engineers Analyze Your Transportation Problem

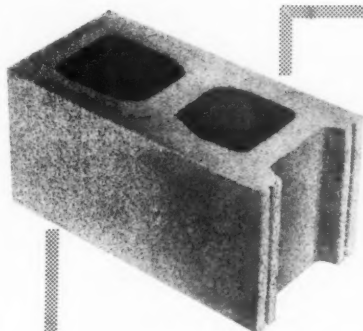
COLUMBIA LESSORS, Inc.

Member: National Truck Leasing System

Hall at Live Oak

DALLAS

Phone T-9534



TEXCRETE
the modern
BUILDING BLOCK

• Made with HAYDITE—the famous cellular aggregate—steam-cured **TEXCRETE** Blocks are lighter-weight and more durable than ordinary concrete masonry... self-insulating for heat and sound... fire resistant... nailable... economical. Superior for all kinds of building construction. Surpasses all building code requirements for Grade "A" Block.

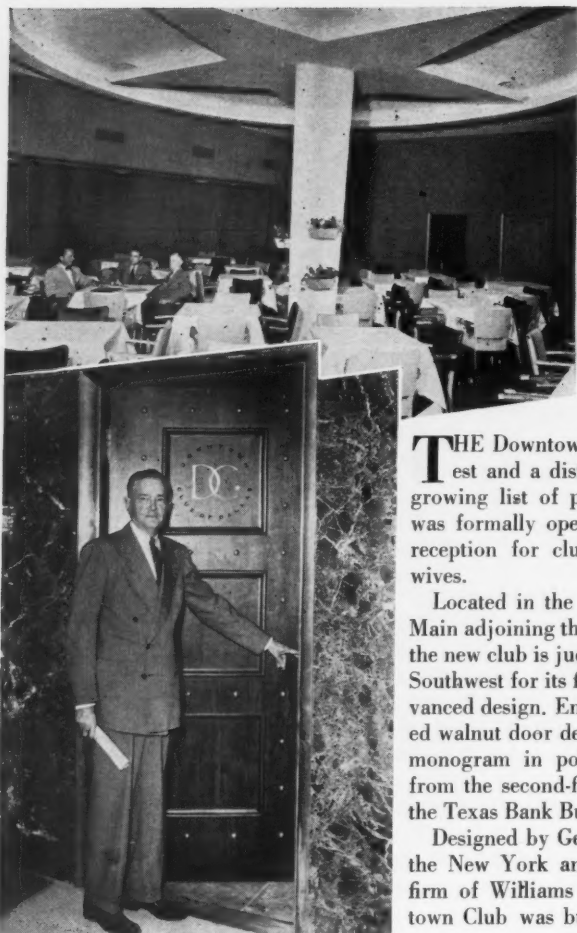
Build Better
with
TEXCRETE

Phone or write
for full information.

TEXCRETE
CONCRETE BUILDING PRODUCTS

24 Merchants State Bank Annex
4703 Ross Avenue

Downtown Club



PLANNING for new Downtown Club was done mainly by, left to right, top, Joe O. Lambert, Jr., George Foster Harrell, and J. Durrell Padgitt, pictured in the main dining room. President Padgitt is shown at bottom formally opening the club.

THE Downtown Club of Dallas, newest and a distinctive addition to the growing list of private luncheon clubs, was formally opened last month with a reception for club members and their wives.

Located in the two-story structure on Main adjoining the Texas Bank Building, the new club is judged outstanding in the Southwest for its fine furnishings and advanced design. Entrance, through a carved walnut door decorated with the club's monogram in polished brass, is made from the second-floor, elevator lobby of the Texas Bank Building.

Designed by George Foster Harrell of the New York and Dallas architectural firm of Williams & Harrell, the Downtown Club was built at a cost of \$100,-

000. Mr. Harrell has sought to create distinctive club atmosphere by complete design integration, achieved by the designing especially for the club of everything that has gone into its appointments from silverware and china to furniture and decorations.

The club entrance is a mahogany-paneled foyer which opens into a large lounge done in mahogany with forest-green plaster walls. White leather folding doors with polished brass pulls lead into the main dining room from the lounge. Predominating design feature of the main dining room is a large ceiling light cover in the shape of the five-pointed star of Texas. Furniture in this room is especially constructed and can be arranged to seat 140 persons. A smaller private dining room seating 20 persons opens off the main room.

A card room is located on the mezzanine level. Features incorporated by Mr. Harrell include year-round air conditioning, acoustical ceiling treatment, recessed direct and indirect cove lighting, and such innovations as specially designed gin-rummy tables and chairs.

Prime purpose of the Downtown Club is to provide good food for its members amid relaxing surroundings, points out J. Durrell Padgitt, president. For that reason the latest-type equipment has been installed in the kitchen, which is under the supervision of Earl Barnett, formerly chef at the Dallas Athletic Club and the Golden Pheasant Restaurant. J. E. Halloran is club manager.

Founded last fall by a group of Dallas businessmen, the Downtown Club of Dallas is non-political and non-sectarian, with a membership limited to 225. In addition to Mr. Padgitt, officers include J. M. Moroney, first vice president; Joe O. Neuhoff, second vice president; Ashley DeWitt, secretary; and Denys R. Slater, treasurer. Joe O. Lambert, Jr., is chairman of the house and building committee.

Robert E. McKee Company was general contractor for the club construction work.

New sales representative in the Dallas office of Lucey Products Company is RANDOLPH L. GRISWOLD, formerly with Jones & Laughlin and Frick-Reid Supply Companies.

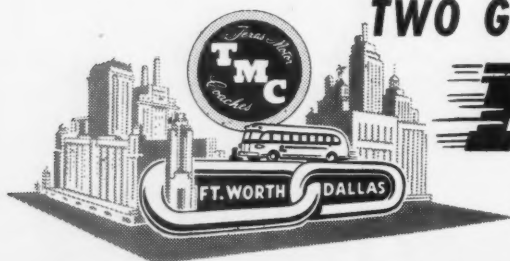
REAL ESTATE INVESTMENTS

Hotels Apartments
Office Buildings Commercial Properties

J. N. FISHER
REALTOR

703-5 GULF STATES BLDG. —DALLAS— PHONE R-4675

**A GREAT BUS SERVICE ... linking
TWO GREAT CITIES**



Super Expresses Leave
Daily at 10 and 45
minutes past every
hour.

TEXAS MOTOR COACHES

U.S. ROYAL TIRES

Detail: Stands 32' from roof to top of sign . . 60' wide; 14' blue and yellow U. S. ROYAL porcelain enamel channel letters with double outline 18mm power tubing; 60' x 8' white porcelain enamel panel . . 5'6" blue porcelain enamel letters (TIRES) with single outline power tubing. Transformers by Sala Electric Co. Structural steel designed by Grayson-Gill, Architects.



TEXLITE PORCELAIN ENAMEL SIGNS ARE BRIGHT...*right!*

There's a new sign that looms impressively before the eyes of Texans . . a brilliant, blue-yellow-white U. S. Royal sign that's protected by a lifetime, porcelain enamel finish. Another example of the lasting-quality of porcelain enamel . . another example of Texlite's superiority in building outstanding spectaculars!

Made for United Advertising Corporation of Texas . . selected for its ageless beauty, cleanliness, service-free performance . . this huge spectacular will weather the most adverse climatic conditions . . retain its original color and glossy finish!

In every city, every community from coast-to-coast, Texlite porcelain enamel signs bear the name of the nation's finest and most widely accepted products. For your product . . buy Texlite and you buy the finest!

**Makers of porcelain enamel products
. . signs, neon sign faces, letters and
architectural porcelain.**



TEXLITE, INC. PORCELAIN ENAMEL PRODUCTS

Main Office: 2900 Factory Street, Dallas, Texas

Branch Offices: 500 Fifth Avenue, New York 18; 5110 Telephone Road, Houston 12, Texas



Transcontinental Bus System To Make Dallas Headquarters

SELECTION of Dallas as the headquarters city for a vast new intercity bus transportation system was revealed last month with the filing of a merger application involving three companies before the Interstate Commerce Commission by Transcontinental Bus System, Inc.

The three bus lines included in the proposed consolidation are Dixie Motor Coach Corporation, with headquarters in Dallas; the Santa Fe Trail Transporta-

tion Company, with headquarters in Wichita, Kan.; and the Continental Bus System, Inc., with headquarters in Fort Worth.

M. E. Moore, president of Continental, will serve also as president of the new Transcontinental System. M. S. Maloney, secretary-treasurer of Continental, will serve in the same capacity for the new corporation. Transcontinental's board of directors will include four Dallas men: Gerald S. Mann, president of Dixie

DIRECTORS' ROOM of the First National Bank in Dallas was the scene of the first meeting of the directors of the new Transcontinental Bus System. Shown, left to right, are: Gerald S. Mann, Carl B. Callaway, M. E. Moore, L. C. Burch, Jr., and Eugene McElvaney.

Motor Coaches; L. C. Burch, Jr., vice president and general manager of Dixie; Eugene McElvaney, vice president of the First National Bank in Dallas; and Carl B. Callaway, Dallas attorney.

The Transcontinental offices will be located in the new Continental inspection plant and general office building now under construction in the Trinity Industrial District. Completion of the \$1,000,000-structure is expected about September 1, at which time all offices of Continental will be moved to Dallas. Offices of Dixie Motor Coaches will be retained at the present location at 2805 Logan Street.

More than 22,000 route miles of operations are involved in the merger proposal. Of the three companies involved, all among the largest in the Western United States, the Santa Fe operations are the most extensive. This company, whose parent corporation is the Santa Fe Railway Company, operates more than 12,000 miles of routes over a 14-state area between Chicago and San Francisco. Operations of both Continental and Dixie are concentrated in the central, eastern, and north central portions of Texas, with extensions into the neighboring states of Louisiana, Oklahoma, New Mexico, and Colorado.

Transcontinental officials said no changes of personnel are contemplated among the 3,500 employees of the companies involved. Independent operations will continue as now set up with the individual company headquarters being maintained at the present locations.



Air Force Day Observance to Center in Dallas

SOUTHWEST observance of Air Force Day this year, marking the fortieth anniversary of the Army Air Forces, will center in Dallas on August 1 and will have the objective of directing public attention to the importance of air power in America's pattern of national defense. In addition to Dallas, major observances are also planned for Washington, New York, Chicago, and Hollywood.

Major General Curtis LeMay, originator of the Army Air Forces' successful heavy bomber technique used over German-occupied Europe and Japan and director of the Army Air Forces' peacetime research and development program, will headline the Dallas observance. This will include an air show at Hensley Field, a dawn memorial service at Love Field for Dallas County AAF casualties, a luncheon sponsored by the Dallas Advertising League, and a dinner program.

Jacqueline Cochran, perhaps the nation's foremost woman aviator, war-time head of the WASPS, women's Army ferrying group, and winner of several Bendix Trophy races, and C. R. Smith, chairman of the board of American Airlines, will also come to Dallas for the occasion. Charles Kettering, General Motors research genius, has also been invited.

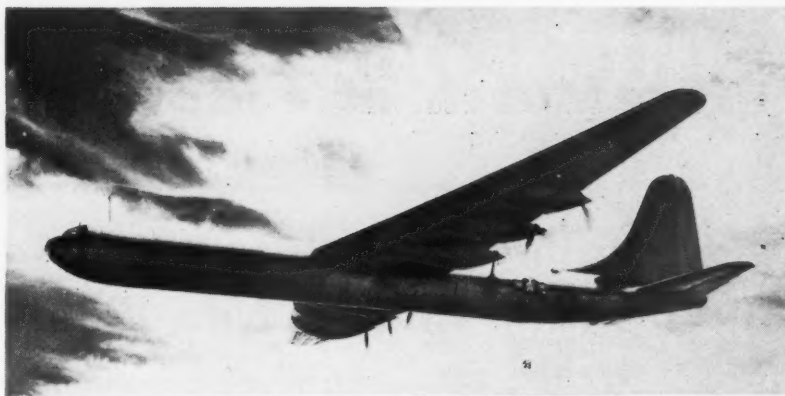
Rex Lentz, director of special services

Norman Bramson Opens Women's Apparel Shop

Norman Bramson, a veteran of World War II and former department store buyer, has opened Norman's Apparel, Inc., 2017-19 Greenville, offering women's and juniors' ready-to-wear and sportswear. The staff of the new apparel shop includes Miss Faye Turner and Miss Lenore Busby.

Formerly associated with the Phelan Floral & Nursery Company, HUGH ROBINS, JR., has become designer for the Tenison Floral Company, 3113 Oak Lawn.

The remodeled men's boot and shoe department of Ring & Brewer Company, 1803 Elm, decorated in a Western modern theme, is under the management of HERSCHEL GREENWAY.



AERIAL VIEW of the huge B-36, shown above, will be given Dallasites on Air Force Day August 1 if present plans of Army officials at Hensley Field materialize. Flight of the bomber to Dallas for several swings over the heart of the city before its return to its base at Fort Worth is planned. The wingspan of the Army ship is 230 feet and its length is 163 feet. Its bomb bay has a volume equal to that of four railroad freight cars.

for the Mercantile National Bank and commander of the Dallas Squadron of the Air Force Association, and Colonel Irvine H. Shearer, commanding officer at Hensley Field, are now collaborating on

plans to assure a Dallas program that will be among the most outstanding in the country. Dallas will be included in a national radio hookup being arranged for the Air Force Day observance.

Try This Number for Competent Help!...

C-5181

SACKS EMPLOYERS SERVICE

Texas' Oldest Employment Service
1804 1/2 MAIN STREET

Specializing in
ACCOUNTANTS... SECRETARIES... OFFICE... SALES
CLERICAL AND TECHNICAL HELP

Serving Dallas Employers 27 Years

You and your family will enjoy
Jay's MARINE GRILL
SEA FOODS— and those
delicious
HOT ROLLS

BUSINESS MAN'S LUNCH...

WE ARE OPEN FOR LUNCH AT 11:30 AND WE
SERVE YOU FAST. A VARIETY OF COOKED
MEATS, ENTREES AND FRESH VEGETABLES.

**Fast
Service**

3 7 1 8 H A L L A T O A K L A W N

The March of Industry

Todd Company to Combine Sales And Printing Units in New Plant

THE Dallas plant and sales offices of the Todd Company, one of America's top-rank manufacturers of checks, pay-

roll systems, bank supplies, and check-writing and signing equipment, will be housed next month in new, modern quarters now being completed at Bellview and Cockrell.

The new building, containing some 13,500 square feet of floor space, will enable the Todd Company to more than double the output of its present Dallas printing plant located at 1414 Young since 1930 and to enlarge its sales facilities now at 516 Browder. The Todd Company has leased the structure for 10 years from George and Minnie Rolaick, with negotiations handled by G. C. Ledyard, Jr., of J. W. Lindsley & Company, realtors.

The new facilities will represent an investment of more than \$250,000, including equipment. The building was designed by George L. Dahl, architect, and is being constructed by Vivrett & Vivrett, contractors.

R. F. Austin is Dallas plant manager. J. M. Lewis is Dallas zone sales manager.

T. C. FORREST, JR.

Consulting Engineer

Prætorian Building

Phone R-5026

Dallas

PHOTOSTAT PRINTS

Southwestern Blue Print Co.

1801 Commerce Street

Phone C-8084



EYE GLASSES

All complete
for as low
as

\$6⁹⁵

1927 Main Street Store

OPEN SUNDAYS TILL 1 P.M.

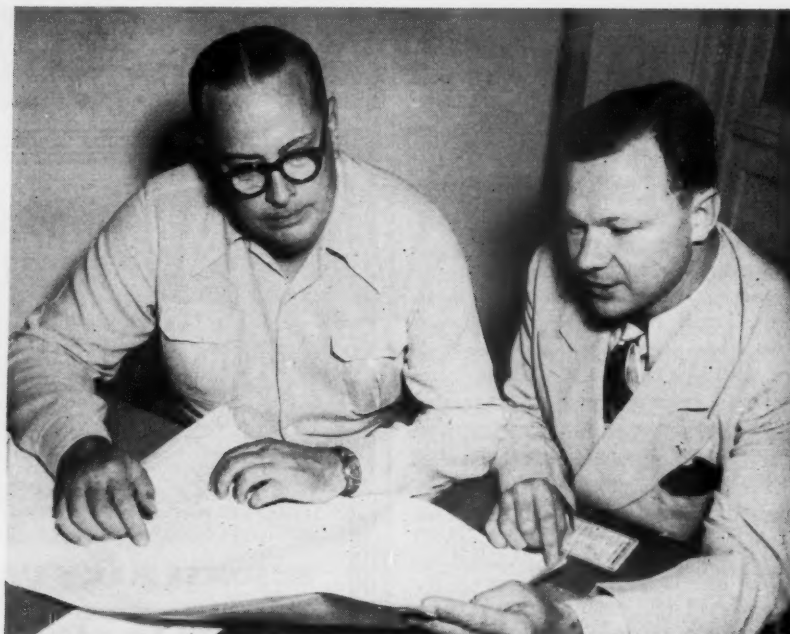
**MAIN
OPTICAL CO.**

1927 Main Street

5401 East Grand Avenue

2002 Greenville Avenue

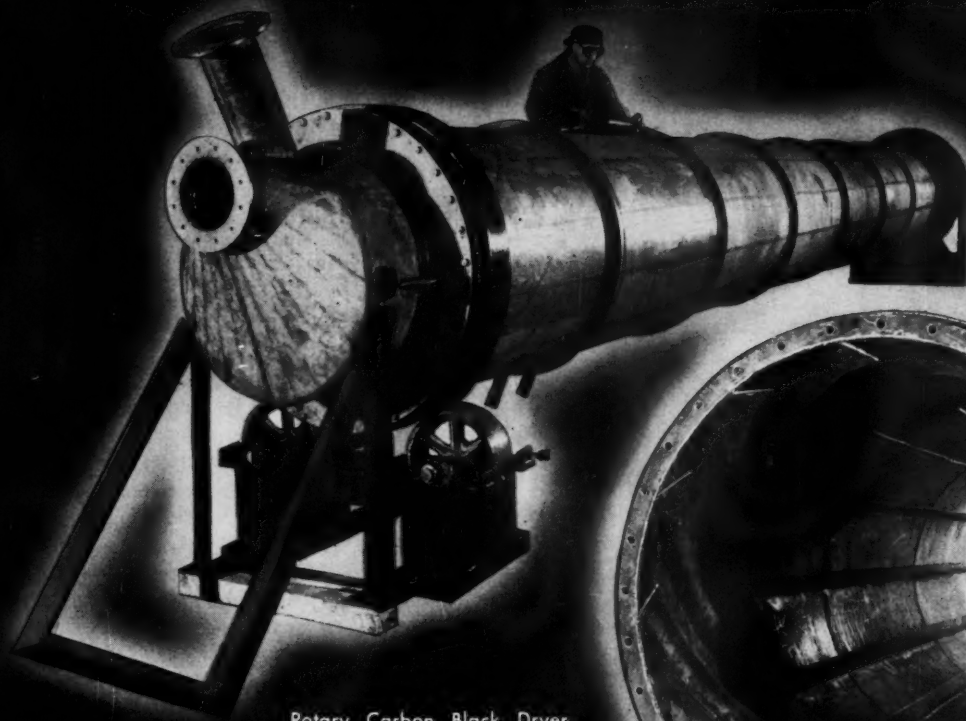
336 West Jefferson



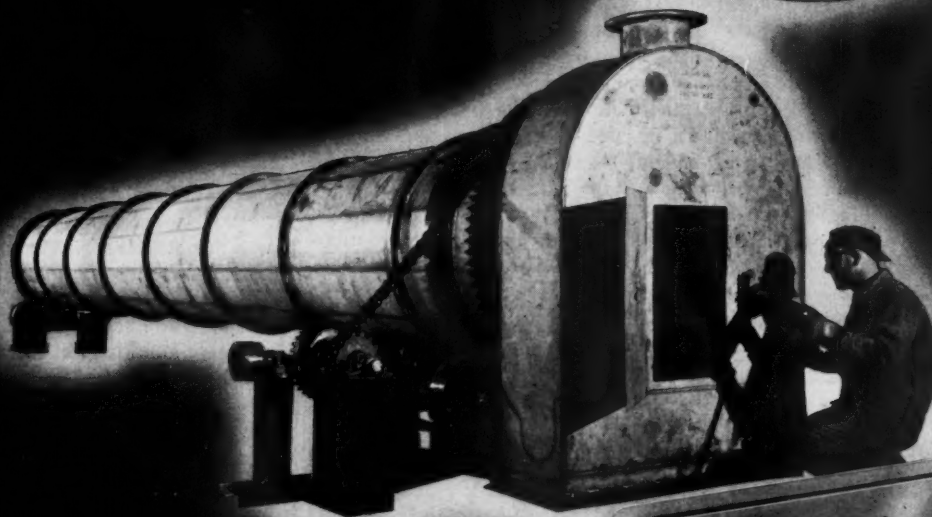
REMOVAL of Dallas sales offices of the Todd Company into the new factory building, top, which will provide space for more than doubling the capacity of the Dallas printing plant, will make possible closer cooperation and better coordination between sales and production and will result in better service to Todd customers, points out J. M. Lewis, Todd's Dallas zone sales manager. R. F. Austin, manager of the Dallas plant, is pictured at bottom, right, with Mr. Lewis checking over plans for the building, which is expected to be ready by mid-August for housing Todd's Dallas operations.

Wyatt's

SUPERIOR FABRICATION FOR THE CARBON BLACK INDUSTRY



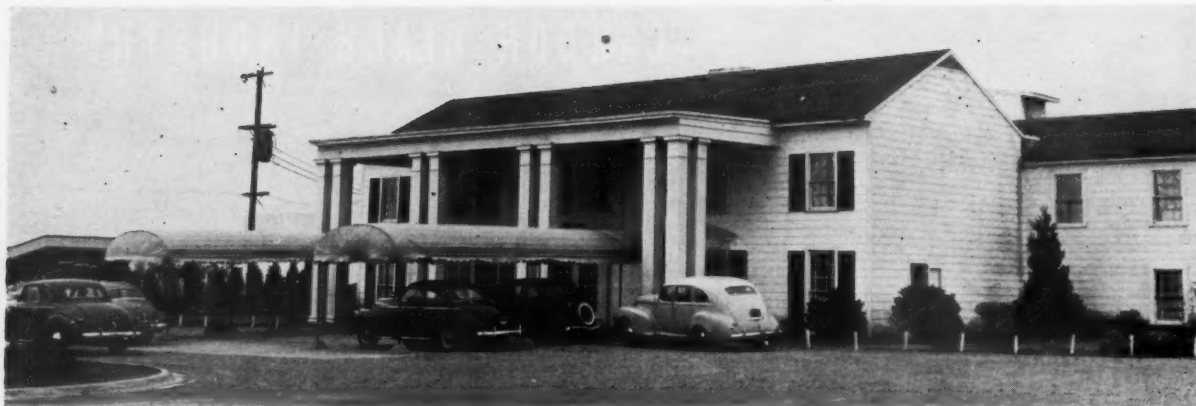
Rotary Carbon Black Dryer
fabricated at Wyatt's from
solid stainless steel type 310.



Equipment such as this manufactured for the Carbon Black Industry is typical of Wyatt's superior fabricating service designed to meet the exacting requirements of modern industry.

WYATT METAL & BOILER WORKS





Dallas Gets Bottle Cap Plant Of Armstrong Cork Company

PRODUCTION of bottle caps by the millions daily is expected to be under way by September in the new Dallas factory of the Armstrong Cork Company, which has purchased the 15-acre Plantation Club properties for its only bottle cap plant in the United States outside of its headquarters city of Lancaster, Pa.

The new factory will be established in the building occupied by the Plantation Club and located at the end of Plantation Road near Hines Boulevard and north of the Record Crossing Road. It contains approximately 45,000 square feet of floor area. Making of bottle caps such as those used for soft drinks and other beverages will be Armstrong's initial Dallas operation. Most of the specially-designed machinery for the manufacture of the caps is either ready for shipment to Dallas or is in process of manufacture. Its installation in the night club building is planned during the summer. Normal operations of the Plantation Club are to continue through September 2.

To serve the Armstrong plant, the Rock Island Lines are building an industrial

lead track, nearly a mile long, at a cost of some \$40,000 initially, which will facilitate development of the surrounding area as industrial trackage property.

Armstrong has maintained Southwestern district headquarters at Dallas for a number of years and its decision to locate the glass and closure division plant at Dallas is in keeping with Armstrong's firm belief in the advantages of decentralized industry, said H. W. Prentis, Jr., Armstrong president.

"The Dallas Chamber of Commerce deserves a great deal of the credit for this development," he said. "Its industrial department has been extremely helpful to our company, first in developing facts which confirmed the belief that Dallas was a good site for this operation and secondly in locating a site and building which were adaptable to our requirements."

In carrying forward the negotiations for the new plant, the Dallas Chamber of Commerce dealt initially with Ralph Turner, district manager at Dallas of Armstrong's glass and closure division,

NIGHT SPOT will become bottle cap factory when Plantation Club, pictured above, is taken over by Armstrong Cork Company September 2 for its new Dallas operation.

and later with C. F. Hawker, vice president in charge of manufacturing, and George Siedle, traffic manager.

The Dallas operation will be the twentieth plant of the Armstrong Cork Company, whose widely diversified products, numbering 360, include, besides crowns and other types of bottle and jar closures, glassware, linoleum, printed rugs and floor coverings, asphalt tile and other resilient floorings, insulating materials, acoustical materials, building materials, shoe components, roll coverings and other products for the textile industry, gaskets, packings, seals, and numerous industrial specialties.

Jim Hudson of Hudson and Hudson, realtors, represented the Plantation Club owners in the sale to Armstrong.

Walls Pontiac Plant. A new sales and service plant for the Walls Pontiac Company, announced by Irvin W. Walls, president of the automobile firm at 808 North Harwood, is in the planning stage but will not be built until material and construction costs are favorable, he said. The new Walls building will be erected on the block bounded by Cochran, Olive, Harwood, and Munger. Plans call for a two-story structure of stone and steel.

D. P. & L. Expansion. The Dallas Power & Light Company will spend approximately \$10,000,000 in plant expansions and improvements during the next three years, George L. MacGregor, president, reported to stockholders last month. With many improvements already under way, the program will include a new 40,000-kilowatt turbo-generator to cost \$5,000,000, expected to be in operation in 1949 at the Mountain Creek plant; a \$590,000 substation in northwest Dallas,

INDUSTRIAL LUMBER

Attention:

LUMBER BUYER

We carry large stocks of lumber suitable for

CRATING, MAINTENANCE, etc.

Prompt Delivery



Try Us



Call T-5195

OLDHAM LUMBER COMPANY

(Formerly Oldham and Sumner Lumber Company)
927 SOUTH HASKELL AVENUE

Order what you need . . . 1-inch, 2-inch, 4-inch. Yellow Pine, Oak, Gum, White Pine.

Also other building materials.

Truck Lease Service Offered Industry by Columbia Lessors

Offering a relatively new departure in specialized truck service, Columbia Lessors, Inc., 3311 Cobb, is currently operating about 90 truck units for various Dallas firms. The truck leasing plan enables the firms served to retain all the advantages of an individual trucking operation while enjoying the benefits of a specialized maintenance organization in operating the trucks at a fixed cost per mile, explains Roice E. Jones, vice president in charge of the Dallas operation.

Under the system, the individual firm either sells its trucks to Columbia Lessors or contracts with the organization for the operation of a definite number of trucks at a fixed cost per ton mile. Columbia Lessors, a member of the National Truck Leasing System, specializes in maintenance and operation but the individual

firm furnishes its own drivers. It is explained that the plan makes it possible for the companies served to put transportation costs on a known basis, dispense with maintenance worries, and release capital investment. Transportation engineers of Columbia Lessors also survey the transport problems of individual firms and make operating recommendations.

Firms served at present by Columbia Lessors include the Purex Corporation, Wicker Fish Company, 7 Up Bottling Company, Huttig Sash & Door Company, Santa Fe Paint & Wall Paper Company, Merchants Produce Company, Magnolia Paper Company, Laughing Water Laundry, Bratton-Walling Company, and Shaw & Estes Construction Company.

scheduled to be in use before the end of this year; and a \$755,000 substation for east Dallas, due to be in operation next year.

Texas Distributors Move. New quarters at 3914 Live Oak have been occupied by Texas Distributors, Inc., air conditioning, refrigeration, heating, and ventilating equipment distributing firm. The concern's new facilities comprise the major portion of a new 70 by 80-foot building, representing an investment of \$50,000 including lot. J. B. Lowe is president; Fred W. Addison, Jr., vice president; and Mrs. Julia Greer, secretary-treasurer.

Bookshop Innovation. Elizabeth Ann McMurray, owner of McMurray's Bookshop, 1330 Commerce, has opened McMurray Bookshop Auxiliary at 1917 North Harwood in a dwelling remodeled to create a bookshop with the atmosphere of a home library. It will be devoted mainly to fine editions, special collections, Latin-American material, and art books.

New Art Service. House Organ Art Service, 523½ South Ervay, has been established to make art work available to company and other publications on a monthly basis. Founders of the new concern, which will distribute its service country-wide, are William Thompson

masonry building contains 10,000 square feet of warehouse space and 3,000 square feet of office area. G. B. Lane is manager.

Macatee Appointed. Entering the Dallas building materials market with their roofing and sidewall coating products, Alumi-Shield, Coolite, and Solar-Shield, the Paraffine Companies, Inc., of San Francisco have appointed Macatee, Inc., 2907 San Jacinto, as wholesale distributor for the central and north Texas area. Extensive sales promotion will emphasize the products' qualities for providing both a protective and reflective surface against heat exposure, said to reduce inside temperatures by as much as 15 per cent, it was pointed out by A. R. Johnson, manager of dealer service for Macatee. A part of the Macatee program of cooperation with dealers will be the setting up of an applicator service organization covering the area, designed for the development of volume business in both industrial and residential roof treatment.

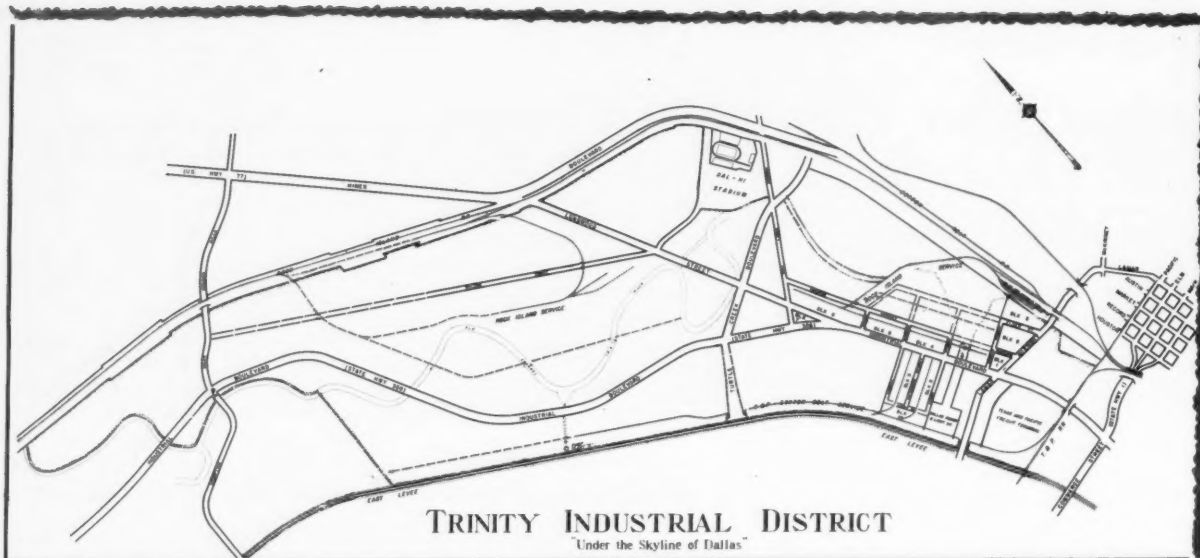
Mortgage Office. After a five-year absence, the Western & Southern Life Insurance Company of Cincinnati has re-established in Dallas its Texas headquarters for the mortgage loan division, with offices in 1610 Mercantile Bank Building. Carl G. Peterson, assistant vice president of the company, is in charge of the office. W. H. Kosanke is associated with Mr. Peterson.

Venetian Blind Factory. The Dallas branch factory of the Charles W. Breneman Company, Cincinnati, has moved from 2504 Commerce into a new \$150,000 plant at 2500 Latimer, where workers assemble window shades, Venetian blinds, and window shade rollers for distribution to retailers in Texas, Oklahoma, and Arkansas. The modern, air-conditioned factory is of brick and concrete

What'll it be, Sir?

A photographic illustration of a jar of pickles, or perhaps an industrial installation or operation. Perhaps a publicity photo for a Trade Magazine. Whatever it may be, our cameras are ready, willing and efficient. Our phone number, C-7388. Our address, 211 South Pearl.

Brewer Studio
PHOTOGRAPHERS



The Southwest's Great New
Industrial District
Offers Many Miles of

Switch Trackage

TO ITS
PLANT OWNERS

SWITCH TRackage TO YOUR PLANT SITE . . .

The modern way. Rights-of-way 53 feet wide extend along rear of properties providing lead track, industry sidings on both sides and a utility easement. Sidings do not touch the industry's property; trackage is available to even the smallest sites.



THREE major railroads enter and serve the Trinity Industrial District—the Texas & Pacific, the Rock Island and the Cotton Belt.

Miles of tracks have been installed and will be extended as needs are expanded by the continued rapid development of the District.

Streets throughout the District are being paved to meet all needs, and at least two motor freight lines (Sproles-Red Ball, and Houston and North Texas) will have their freight docks in the District.

In addition to its other outstanding advantages, Trinity Industrial District is destined to become the Southwest's largest transportation center.

If you are looking for a new plant site, you—or your real estate dealer—are invited to call INDUSTRIAL PROPERTIES CORPORATION, developers of

TRINITY

INDUSTRIAL DISTRICT

Offices: 401 Republic Bank Building—Telephone R-6552

construction and faces the new Central Boulevard in the Latimer Street industrial district. Marvin L. Walter is Southwestern branch manager. B.M. Day is Dallas manager.

TEMCO Buys Globe Assets. With the acquisition of all major tangible assets of the bankrupt Globe Aircraft Corporation of Fort Worth, except real estate and heavy machinery, the Texas Engineering & Manufacturing Company of Dallas has resumed production of the Globe Swift light personal plane. Previous to Globe's bankruptcy, TEMCO produced 329 Swifts at its Grand Prairie plant under a subcontract. Its successful bid for Globe's assets was for \$322,000.

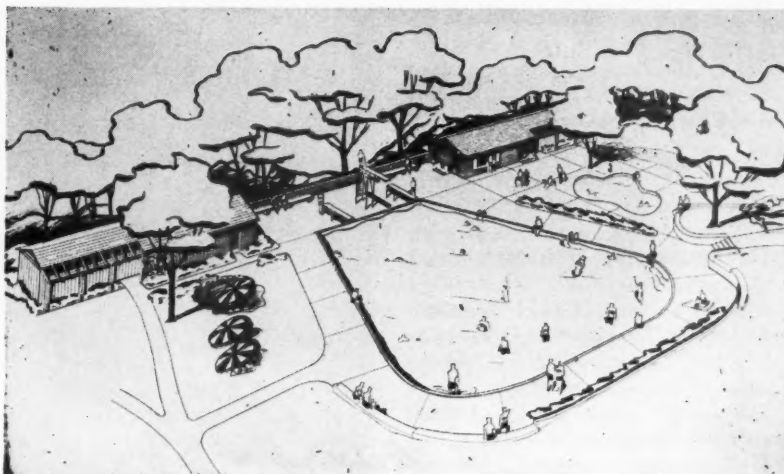
Shoe Repair Shop. A new Harry's Shoe Repair Shop has been opened at Beckley and Jefferson by Harry K. Foster, owner and operator. The repair plant is completely new, with all modern machinery, new chairs, and showcases.

Buys Out Partner. John L. Burke has purchased the interest of Frank L. McNeny in the general insurance agency of McNeny & Burke and will operate the firm under his sole ownership as John L. Burke & Company, with offices in 2109 Tower Petroleum Building. The agency represents nine companies and handles all lines of insurance including fire, casualty, life, automobile, and accident.

Drilling Company. The Harris Drilling Company has been organized, with offices at 5441 Emerson, to specialize in water well drilling but equipped to do shallow oil drilling, core drilling, and shot hole drilling. Officers of the new concern are R. E. Harris, president; J. W. Teagarden, vice president; and E. Andy Carter, secretary.

Texaire, Inc., Formed. Texaire, Inc., new Dallas business organized to specialize in air conditioning, refrigeration, heating, and designing of cold storage and frozen locker plants as installation contractor, has leased a two-story brick building at 1913 North Harwood for quarters. H. E. Schulze is president and J. A. Stoker is vice president of the new company.

Drive-In Ice Depot. Harvey O. Welch, formerly a salesman for Neuhoft Brothers and Wilson & Company, has opened a drive-in ice depot and grocery in a new building at 7310 Hines Boulevard.



Unique Swimming Pool. Completion of a unique fan-shaped swimming pool under construction at the Northwood Club, Alpha Road, will give Dallas the second pool of its kind in the country. Latest design features are being incorporated in the \$75,000 project by Architect George Foster Harrell of Williams and Harrell, New York and Dallas, who is supervising the work from the firm's Dallas office. An innovation will be the use of plastic-coated, colored sand in the children's play area, which will include a specially constructed wading pond for smaller children near the main pool.

Designed to allow maximum usage by providing 20 per cent more shallow water than the conventional rectangular pool, the fan-shaped pool will be 90 feet long, 35 feet wide at the deep end, and 75 feet wide at the shallow end. It will be flanked by two sets of bathhouses complete with all facilities. The men's bathhouse will accommodate 104 bathers, and the women's section will provide 72 lockers and 11 dressing rooms. The entire project

will be landscaped to merge with the club's master plan and will be done in a combination Texas ranchhouse and California style. Lambert Landscape Company, Paddock Engineering Company of Texas, and Stacey-Smith Company are working on the project.

New Variety Store. E. L. Burks, who has operated a variety store for 21 years at 7700 Denton Drive, has opened a new Burks' 5c to \$5 Store at 5307-9 Lovers Lane. Don Allen, who was associated with Mr. Burks previous to service in the Navy Air Forces, is manager of the new unit, which is operated on a serve-yourself basis.

"Southwest Furniture News" is the new name of the "Texas-Southwest Furniture News," bimonthly publication, of which Herbert E. Dill, Dallas, is editor... **Dallas Concrete Company** has equipped its plant to add a cement dispersing agent—calcium lignosulfonate—to its ready-mix concrete... **Gen-**

**BUILDERS, REALTORS
BUYERS AND SELLERS**

Unlimited Funds for Loans

MURRAY INVESTMENT CO.

"Real Estate Financing Since 1908"

718 Republic Bank Bldg.

C-4358

We have the facilities, the experience and unlimited funds for handling quickly, easily and expertly all types of loans on well located Dallas property. Lowest interest rates. Terms to suit your needs. Also FHA and G. I. loans. Let us help you work out your deal regardless of the type or size loan required.

eral Adjustment Bureau, Inc., is the new name of the Fire Companies' Adjustment Bureau, Inc., which has a branch office in Dallas... **R. A. Underwood Company, Inc.**, dealer in municipal bonds and unlisted corporation securities, has moved from the Kirby Building to 510 Mercantile Bank Building.

The **Audograph Company** of Hartford, Conn., distributor of a dictating machine made by the Gray Manufacturing Company, has opened a Dallas office at 2217 Cedar Springs... **Shaw Jewelry Company** has opened a new phonograph record department... **Packet Awning Company** is producing a new-type, light-weight awning in a new factory at 5539 Yale, with Lon H. Emerson as owner-manager... **K-Jax Tool Company**, owned by J. L. White, has purchased its own foundry at 2309 Hickory for the manufacture of tools and adapters designed to change rotary motion to reciprocal motion.

The **HMH Business Services** have been opened at 1708½ Commerce by Morris Hodges and Jim Hodges, with services including multigraphing and other duplicating, secretarial work, direct-by-mail advertising, and bookkeeping... The Dallas Southwest office of the **Report-O-Matic Fire Alarm Company** has been moved from 1420 Jackson to 311 Browder, with new central office equipment installed... Modernization of the **Laundry Supreme**, 400 West Jefferson, both inside and out, has been completed, including refacing of the exterior with Perma-Stone and expansion of the plant's capacity by new equipment.

Under construction at North Henderson and Capitol is a new building with copperized wrought-iron, stained-glass windows and green brick front, which will house the **Black Sheep Inn**, to be operated by Arnold Denton and R. W. (Bob) Cummings... Specializing in Vanda orchids, the **Oahu Corsage Shop** has been opened at Record and



Air Reserve Training. Hensley Field has been designated by the Tenth Air Force as the screening center for the area for the selection of qualified air reserve officers and enlisted men to fill active duty rosters. This is a part of the Army Air Forces program to keep the proficiencies of Army air reservists of Dallas and other cities at a maximum by authorizing many active duty training programs for reservists. Pictured above at a screening session are, left to right, Captain James N. Bridges of Dallas, First Lieutenant W. M. McQueen of Dallas, M/Sgt. W. H. Abbott, and Sgt. Leo Bentley.

Jackson by Ed Malouf, Jr.,... **S. R. Ramsey**, Texas distributor for Liberty Trailer Coaches, has opened **Ramsey Trailer Sales** at 1111 Fort Worth Avenue, with Joe Williams as assistant... The **Wert Employment Service** has moved from the Gulf States Building to larger quarters at 1705-A Live Oak.

Cecil D. Wren, manufacturer of artificial limbs and braces, has moved his business into new \$25,000 quarters at 3622 Maple... a fifth **Kenyon Auto Store** has been opened at 405 West Jefferson, with **A. P. Duval** as manager... **Mrs. Gertrude Patton** and **Mrs. Harriet Shelburne**, partners in the firm of **Patton & Shelburne**, realtors, have moved into their new \$7,500 office building at 3921 Oak Lawn.

The **Normandy Apartments**, 20-unit residential building at 4208 Lomo Alto, has been purchased by **Walter F. Bell**, owner and operator of the adjacent Franklin Apartments... A new business firm, **Pierce Street Cleaners**, has been opened in Oak Cliff by **J. B. Cameron**... **Mustang Aviation, Inc.**, of Dallas has been named distributor for General Electric Company's aviation electronic equipment... **W. H. (Joe) Bailey** has established **Centralized Bookkeeping Service**, with offices in the Wilson Building, serving a number of physicians and dentists.

Dallas offices of the mortgage loan department of the **Prudential Insurance Company**, under charge of **T. B. Pattillo**, Texas mortgage loan manager, have been moved to Suite 315 Wilson Building... **Mr. and Mrs. Clarence Dilday**, owners of the **Charmode Beauty Salon**, 326-A West Jefferson, expect to move their business by mid-July into a new \$20,000, 1,800-square-foot structure at 1018 South Beckley, designed by Maurice Peterman, architect, and being built by J. L. Hastadt, contractor.

After an absence of 20 months, **Mrs. Peggy Votto** has again assumed operation of the **Sea Coast Fish Company**, whose quarters at 2304 Cedar Springs have been remodeled.

Cessna SPEEDS YOUR TRAVEL

The Personal Plane for You.

SEE IT! FLY IT!

Phone for Demonstration—T-3-2878

MUSTANG AVIATION, INC.

CORNER OF NORTHWEST HIGHWAY AND ABRAMS ROAD
DALLAS, TEXAS



Railroads

(Continued from Page 19)

made with the Gulf, Colorado and Santa Fe Railway for the use of its tracks from Wylie to Dallas, a distance of 25.2 miles, have recently expanded their facilities for serving Dallas receivers of freight by installing a new automobile unloading platform at Young and Lamar and the construction of new team tracks, with concrete driveways, on the west side of Lamar just south of Young.

A fire two years ago which destroyed a large portion of the Cotton Belt freight depot has led to the construction of a \$250,000 addition. The new, fire-proof section, coupled with the old brick section, provides a station 919 feet long by 40 and 50 feet in width, affording approximately 43,000 square feet of space in which some 1,250,000 pounds of freight can be handled daily.

The doors on both the track side and truck side are of the overhead type, giving the advantage of an open platform and a warehouse. Sixty cars, 20 on each of three tracks, can be placed at one time for loading or unloading, with additional tracks available if required. A focal point for the operation of the Cotton Belt's famous Blue Streak merchandise trains, the Dallas freight station is second only to St. Louis in volume of such freight handled. Dallas is also a key point for the Cotton Belt's subsidiary Southwestern Transportation Company, providing coordinated rail-truck service to the surrounding territory.

To help encourage the development of the Trinity Industrial District, the Cotton Belt has joined with the Texas & Pacific Railway in the construction of a track to serve that portion of the industrial district west of Industrial Boulevard and north of the T. & P. main line.

Frisco:

Long served by the famed Frisco Flash fast freights of the St. Louis-San Francisco Railway Company, Dallas is the gateway for much of the transcontinental freight handled by this railroad. The Frisco serves Dallas with five fast freights daily, three of these operating on the St. Louis-Dallas run and two on the Kansas City-Dallas run.

Plans are currently being made to enlarge the Frisco's freight facilities in Dallas. Completion of the project will give the city a modernized freight depot in keeping with the general program and growth of the metropolis, Frisco officials declare.

The Frisco's famed "Texas Special," operated jointly with the Katy, will soon

take on a new appearance, and its transformation will give Dallas a passenger service unexcelled by any city in the country, the line's officials point out. Streamlined and powered by a 4,000-horsepower Diesel locomotive, the new "Texas Special" will reflect in mechanical design the latest thinking in railroad equipment construction.

Frisco's passenger service to Dallas also includes the "Bluebonnet" between St. Louis and Dallas, and the "Black Gold" between Dallas and Tulsa. These trains are in addition to the daily "Texas Special," which offers through service from Dallas to Washington and New York.

Kansas City Southern:

Service of Kansas City Southern Lines to Dallas is an exclusively freight operation through the facilities of its subsidiary—Louisiana and Arkansas Railway.

The L. & A. moves its freight trains into Dallas over the tracks of the Santa Fe from Farmersville. When the line began its service to Dallas July 1, 1932, it leased trackage rights from the Missouri-Kansas-Texas Railroad but the route was changed to the Santa Fe in September, 1937. The line was then the Louisiana, Arkansas, and Texas Railway, which became a part of the Louisiana and Arkansas Railway in June, 1939. The Kansas City Southern took over control of the Louisiana and Arkansas October 20, 1939.

At the time the Kansas City Southern acquired the L. & A., Harry Whiting was serving as L. & A.'s executive general agent at Dallas, having a background of 33 years of service, which began as a telegraph operator. He elected to remain in Dallas with the expanded system, and currently heads the Dallas office as district freight agent.

Off-Line Offices:

Many railroads other than those operating into Dallas have through their

off-line offices played an important part in the development and growth of Dallas as a rail center.

Among the first to open offices in Dallas was the Southern Railway System, which feeds Dallas-bound freight from Southeast points into four major gateways—St. Louis, Memphis, Meridian, Miss., and New Orleans. Southern has its Dallas off-line office at 1214 Kirby Building, where G. F. Kay, district freight and passenger agent, maintains facilities for giving shippers in the Dallas region information and assistance in routing merchandise to the Southeast. W. J. Frazier has been added recently to the Dallas staff as commercial agent.

Northern Pacific Railway Company has maintained an office in Dallas since World War I to assist shippers in rates and routing from the states of Texas and Louisiana. Located in 901 Southwestern Life Building, the Dallas unit has a staff which includes Charles Sorg, Jr., general agent; George Adamcik, traveling freight and passenger agent; and E. A. Cassell, city freight and passenger agent.

To facilitate the handling of its expanding business in the Southwest, the Minneapolis & St. Louis Railway established a Dallas traffic office 10 years ago. From its opening until his death last month, the Dallas office had been under charge of J. Frank Osborne, who was assistant general freight agent with supervision over both the Dallas and Houston offices and the railroad's traffic service throughout Texas and Mexico. While a successor to Mr. Osborne has not been named yet, general traffic officials of the road announced plans to expand and intensify the service of the Dallas office to shippers and receivers of freight in its territory.

The Louisville & Nashville Railroad maintains a sales and service office in 703 Kirby Building, covering Oklahoma, New Mexico, the northern half of Texas, and the northern portion of Louisiana. The L. & N. handles thousands of cars

FIRST FOR THIRST!

Bluebonnet

EXTRA PALE BEER



DALLAS • FORT WORTH BREWING COMPANY • DALLAS, TEXAS

of freight annually shipped from and to the area served by the Dallas office. S. W. Ferrell is commercial agent at Dallas, and Tom Troy is traveling freight agent.

Because of coordinated passenger and freight service from the North and East in connection with the Texas & Pacific Railway, the Missouri Pacific Lines play an important part in helping to expand Dallas' rail facilities. Missouri Pacific has an off-line office in Dallas, with a staff of 12. J. H. Lang is general agent.

Probably the first of the off-line offices to be established in Dallas was that of the Chicago, Burlington & Quincy Railroad, which opened its Dallas agency in 1892. Its Dallas offices, serving all of Texas, are now in 701-2 Kirby Building, under charge of T. V. Murray, Jr., general agent. Assisting Mr. Murray in the Texas territory are F. B. Poole, commercial agent; H. P. Parker, traveling freight and passenger agent; W. L. Groseclose, traveling freight agent; R. L. Stevenson, city freight agent; and J. M. Black, chief clerk.

An off-line solicitation and service general agency was opened in Dallas in 1900 by the Chicago, Milwaukee, St. Paul & Pacific Railroad to serve all of Texas. With offices in 1107-8 Irwin-Keasler Building, the Dallas branch has a staff of four including J. G. Hatcher, general agent, and E. M. Smith, traveling freight and passenger agent.

As early as 1907 the Illinois Central Railroad recognized the industrial potentialities of Texas in establishing a commercial office in Dallas, which has been continuously maintained exclusive of the period of Government control during World War I. In 1934, Illinois Central opened a zone office in Dallas, creating the position of general Southwestern agent with jurisdiction over Dallas, Fort Worth, Oklahoma City, and Tulsa offices for the purpose of expediting service to its customers with respect to rates, claims, schedules, and other matters. W. P. Withers is general Southwestern agent, with offices in 1306 Kirby Building.

Known as the connecting link between the railroads of the North and those of the South, the Chicago & Eastern Illinois Railroad has had an office in Dallas since 1921 to serve both passengers and shippers and receivers of freight. N. C. Calvert, general agent for the last 26 years, with headquarters in 704 Texas Bank Building, retired July 1.

The Mississippi Central Railroad, which with the Louisiana & Arkansas Lines forms the Natchez Route, a connecting link between the Southwest and

the Southeast, opened a traffic office in Dallas in 1921. Wyan Carson has been in charge since April, 1936. J. Cleo Thompson of Dallas is a director of the Mississippi Central.

For 35 years, the Chicago Great Western Railway, known as the Corn Belt Route, has had an office in Dallas. The late J. Waddy Tate, one-time mayor of Dallas, was the first general agent. Currently in charge of the Dallas office in 1606 Kirby Building is J. A. McRoberts, general agent. G. Herbert Davis is traffic agent.

Constituting the center segment of a direct line between Dallas and the Pacific Coast, the Denver and Rio Grande Western Railroad has offices in 607 Great National Life Building, with John B. Latimer as general agent. T. J. Bacon is district freight and passenger agent. Principal inbound commodity in Rio Grande's business handled through the Dallas agency is lumber from the Pacific Northwest. Principal outbound commodities are vegetables, cotton-seed cake, oil, fruit, and vegetable hampers.

The Erie Railroad, one of the major Eastern trunk lines, has a Dallas sales and service office in 806 Southwestern Life Building, covering all of Texas. Leonard M. Schukei is general agent and J. A. Moore is commercial agent.

H. W. Cook, general agent, heads the Dallas traffic and service office of the Wabash Railroad, with headquarters in the Southwestern Life Building. The Dallas staff also includes G. C. Brook and J. P. Jacobson, traveling freight and passenger agents. Among the 43 agency offices maintained by the Wabash, the Dallas office currently ranks eighth in percentage of increase in inbound, outbound, and total loadings of freight, with a gain of 15.1 per cent.

E. A. Compton, general Southwestern agent, is in charge of the off-line office maintained in 601 Great National Life Building by the Illinois Terminal Railroad to serve Dallas shippers and receivers of freight and arrange for passenger accommodations. Pearl Roberts Tucker is chief clerk.

The Baltimore & Ohio Railroad was one of the first of the Eastern roads to recognize the importance of Dallas as a rail gateway with the opening of an off-line office in 1900 in the old Slaughter Building. The office was moved in 1905 to the Southwestern Life Building. Dallas B. & O. officials include L. Ashby, Southwestern passenger agent, and L. W. Land, Southwestern freight agent, who cover Texas and the Republic of Mexico.



WAYNE GARD, author of the article, "When the Iron Horse Came to Dallas," is an editorial writer for the "Dallas Morning News." He is a former member of the national council of Sigma Delta Chi, national journalistic organization, and is a past president and currently a member of the board of directors of the Dallas Professional Chapter.

The Iron Horse

(Continued from Page 10)

it with raw materials and markets. In time, local enterprise obtained these and made Dallas an important regional railroad center. In 1916 its many passenger lines were funneled into a Union Station. Today, in addition to fast freight service that has helped to make the city a great distribution center, Dallas is served by some of the nation's finest Diesel-powered, air-conditioned passenger trains, marvels of speed and comfort never dreamed of when the first train arrived 75 years ago.

In later years the Houston & Texas Central Railroad, whose insignia was the circled Lone Star of Texas, into which had been designed the frontal view of a steam locomotive, became a part of the Southern Pacific System, a plan no doubt under consideration when the line was originally undertaken. However, for many years, although it had a close working connection with Southern Pacific Company, the Houston & Texas Central remained an independent railroad.

Today, with its original corporate identity gone for all practical purposes, it remains an integral part of that vast system whose shining rails stretch from Portland, Ore., in the Pacific Northwest, down the Pacific coast to San Francisco and Los Angeles, and then turns almost directly east to New Orleans, forming in all a system of more than 15,000 miles of tracks, the largest in the country.

Foreign Trade Inquiries

EDITOR'S NOTE: Statements under this heading are based on information received by the Dallas Chamber of Commerce but are not guaranteed by the Chamber or DALLAS. Details may be obtained from the Foreign Trade Department, Dallas Chamber of Commerce. Please refer to code.

3A47/CG. **France.** Marseille clothing manufacturer desires United States agent for line of women's dresses.

4A47/BGP. **Cuba.** Concern desires exclusive representation of manufacturers and exporters of plumbing equipment and supplies, kitchenware; utensils, cutlery, kitchen sinks, electrical equipment, motors, and supplies, household heating and air-conditioning equipment.

5A47/C. **Brazil.** Import division of manufacturer desires to contact United States manufacturers of heavy machine tools, diesel motors, high-speed steam engines, sugar cane transport cars, and other transportation equipment.

5A47/CCC. **Czechoslovakia.** Czechoslovakian Committee of the International Chamber of Commerce offers regular periodical for commercial subscription and invites United States participation; offers to cooperate by furnishing names and addresses of manufacturers and exporters in exchange for those of the United States.

6A47/P. **India.** Firm desires additional representation of American manufacturers; also wants technical knowledge from those interested in participating in

a tobacco industry which will be financed by a concern in India.

6A47/MIE. **Brazil.** Firm interested in contacting U. S. manufacturers and suppliers of electrical equipment and other materials for house construction.

5A47/AS. **Mexico.** Forwarding agents with offices in various Mexican cities, who are also custom brokers, are desirous of serving Dallas exporters and manufacturers.

5A47/KD. **India.** New Delhi firm has large quantity of jute bags available for export; is interested in importing tin, copper, and corrugated iron sheets.

6A47/SGR. **New Orleans.** Firm desires to represent for export manufacturers of farm implements, bathroom fixtures, cosmetics and lotions, house and industrial paints, beauty shop fixtures, water treating equipment, show cases and display counters, and novelty items.

5A47/SA. **Mexico.** Firm desires to sell or rent store for display purposes.

5A47/CG. **Belgium.** Consul General at New Orleans wants names of firms desiring to import guns, fishing tackle, ammunition, paints, enamels, varnishes, building materials, hardware, carpets, hosiery, woolen fabrics, textiles, glassware, onyx and marble clocks.

6A47/CH. **Greece.** Firm desires to import bicycles, motorcycles, textiles, machines, electrical apparatus, dental machines, clothing, and fountain pens.

5A47/S. **Iraq.** Bagdad firm desires to represent Dallas manufacturers and exporters on commission basis.

4A47/SMG. **Brazil.** Firm desires to contact Dallas chemical manufacturers.

6A47/P. **Italy.** Concern wants to ex-

port foodstuffs and oils, and wishes contact with U. S. exporters.

6A47/CGB. **Great Britain.** Consul general wishes contact with Dallas distributors and importers on behalf of English manufacturers of rubber conveyor belts and hose, radiators and pressed steel panelled bath tubs, liquid jointing and metallic paints, and DDT insecticides.

Dale Miller

(Continued from Page 7)

two parts, with each spouse paying the tax on half. This proposal has come to be known for the sake of brevity as the "Surrey Plan," because it was first suggested by a Treasury Department official of that name in a public address some months ago. Shortly after the convening of the present Congress this plan was incorporated in a number of bills, particularly those by Senator McClellan of Arkansas in the Senate and Representatives Reeves of Missouri in the House.

Community property leaders were quick to realize that the Surrey Plan is an improvement over both the Treadway Bill and mandatory joint returns, in that it does not represent a direct attack on the rights of community property States; but they were likewise quick to perceive, from the broader perspective of sound

Hudson & Hudson

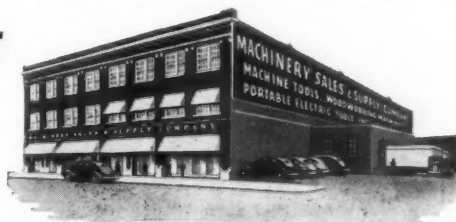
Industrial and Business Properties
Sales, Leases and Management
1225 Mercantile Bank Building
PHONE R-9349—DALLAS

Alex D. Hudson James S. Hudson
Alex D. Hudson, Jr.

THE HOUSE THAT SERVICE BUILT

OUR SPECIALTIES:

- ★ MACHINE TOOLS—WELDING EQUIPMENT
- ★ WOODWORKING MACHINERY
- ★ AIR COMPRESSORS—PORTABLE ELECTRIC TOOLS
- ★ AIR TOOLS—ELECTRIC MOTORS—MILLING CUTTERS—FILES—HACK SAW BLADES
- ★ BAND SAW BLADES—CIRCULAR SAW BLADES—DADO HEADS—MOULDER KNIVES
- ★ PLANER KNIVES—SHAPER STEEL—SAND PAPER—SANDING BELTS
- ★ GRINDING WHEELS—METAL CUTTING BAND SAW BLADES (DISSTON)
- ★ V-BELTS AND PULLEYS—HAND TOOLS (STANLEY)—INDUSTRIAL SUPPLIES



MACHINERY SALES & SUPPLY CO.

3405 Commerce Street

DALLAS

Phone R-6701

tax policy, some serious objections to the plan. To begin with, it would loosely extend to common law States all the advantages of the community property system with none of its liabilities and burdens. It would be a wholly artificial and mathematical method of "equalizing" income taxes and would lead to administrative difficulties. It would represent no gain in the rights of women in common law States, and in fact, to the extent of its influence on Federal tax policies in the future, it would amount to a distinct retrogression of the historical trend toward the economic emancipation of women. Finally, and most importantly, it would violate the cardinal concept of sound tax policy that each person should

be taxed on what he owns and not on what is owned by another.

The weaknesses of the Surrey Plan are thus apparent and formidable, but the proposal is at least superior to its predecessors in offering some approach to the correction of tax inequities which does not directly invade the rights of the marital partnership States. How to overcome both these objections and achieve tax equalization, while at the same time preserving both the rights of the States and the sound concept of taxation based on true ownership, is thus the crux of the problem. And the community property States, no less disposed to cooperate in the quest for tax equality than they are vigorous to defend their rights, have de-

vised a plan which should represent a significant and worthwhile contribution to the solution of that problem.

Attorneys and business leaders of the most important community property States met in Washington a few weeks ago, and, after days of study of this complex and esoteric problem, drafted a far-reaching proposal to equalize taxes in the income, estate, and gift tax fields. This "Tax Equalization Plan" was subsequently introduced as a bill in Congress by Representative Gearhart of California, and on June 17 and 18 the community property leaders convened again in Washington to participate in public hearings before the House Ways and Means Committee. These hearings extensively explored the Surrey Plan and the Tax Equalization Plan (or now respectively the Reeves Bill and the Gearhart Bill), and laid the foundation for a further study of this complicated problem in preparation for a general tax revision bill next year.

BROAD & NELSON

ARCHITECTS, ENGINEERS, PLANNERS

BURT BUILDING

DALLAS—R-4768

It's no secret

Consumers

has a complete line of

Plumbing, Heating and appliances
for commercial and industrial
installations—

AT LOWEST PRICES!

We sell only
Nationally known
and advertised—
Quality Merchandise

- Water heaters • Urinals
- Shower stalls • Attic fans
- Closets • Air conditioners
- Floor furnaces • Valves and fittings
- Steel pipe • Electric drinking fountains
- Soil pipe • Fountain and bubblers



The equalization plan embodied in the Gearhart Bill overcomes the most serious objections to the Surrey Plan. The Gearhart Bill provides that income taxes of husbands and wives shall be levied in accordance with the ownership of income as prescribed by the States, or in accordance with the ownership of income as prescribed by contract between the spouses. It would permit husband and wife, by a contract between them, to divide their income so that thereafter each would own one-half of the combined income, from whatever source derived, or they could contract with reference to a portion of their income. The only restrictions would be that the contract must be valid and irrevocable under State law, and must establish real and substantial property rights as between the husband and wife in the future accumulations of their marriage.

The Gearhart Bill would thus extend to common law States the community property right to divided returns, but would require adherence to the fundamental concept of taxation based squarely on ownership. It would thus conform to established and recognized Federal tax policies, without embarking, as the Surrey Plan would, on a capricious and uncharted course. It is more equitable and more uniform than the Surrey Plan; and it improves, rather than impairs, the economic position of married women. The Gearhart Bill is superior in other respects also to the Surrey Plan; and if it would impose certain responsibilities on the common law States, the burdens would still be less onerous than those which must be borne in community property States before tax advantages are realized.

The community property States, therefore, are making a substantial contribution to the desirable goal of tax equalization in the income, estate, and gift tax fields. And meanwhile the attention focused nationally on this problem has had the coincidental effect of familiarizing much of the country with the sound principles of the community property system. The eight traditional community property States have lately been joined by Oklahoma, Oregon, and Nebraska; and at this writing the adoption of a community property system seems near in Michigan and Pennsylvania, and is receiving serious consideration in other States. It seems plainly evident that community property, which is at once the oldest and yet the most advanced system of marital property rights known to the world, is beginning to be more widely understood at last.

DALLAS • JULY, 1947



Take it from me . . . **DAMAGE SUITS** *are Costly!*

Obstruction in store aisle causes fall, costs store owner \$7,500 . . .
Falling canopy injures man, resulting in \$10,000 verdict against building owner . . . Loss of child's arm in ice crusher brings \$50,000 verdict . . .
Man picks up live wire, wins \$35,000 damage suit against utility . . . Defective seat in theatre brings judgment for \$15,000 . . . Fall down stairs costs \$7,100 . . . \$40,000 for injury caused by falling window.

These are just a few examples of actual damage suits. No business should fail to protect its liability to the public. And since there are so many possible sources of liability claims and it's practically impossible to cover all with separate policies, it's a good idea to carry an Employers Casualty Company COMPREHENSIVE LIABILITY POLICY. Ask the nearest Employers Casualty Company representative about this broad coverage policy.

WRITING: FIRE • WINDSTORM • HAIL • EXPLOSION
AUTOMOBILE • BURGLARY • COMPREHENSIVE LIABILITY
INLAND MARINE • PLATE GLASS • HOSPITALIZATION

HOMER R. MITCHELL, Chairman of Board

INSURANCE

A. F. ALLEN, President

EMPLOYERS CASUALTY CO.

HOME OFFICE • DALLAS

A Stock Company

DISTRICT OFFICES IN:

ARILENE • AMARILLO • AUSTIN • BEAUMONT • CORPUS CHRISTI • EL PASO
FORT WORTH • GALVESTON • HARLINGEN • HOUSTON • LUBBOCK • MIDLAND
FORT ARTHUR • SAN ANTONIO • SHERMAN • TYLER • WACO • WICHITA FALLS

You can expect
A NEW
ICE CREAM
TASTE TREAT
when it comes from
this new distinctive
package...



Identify it by the pink and
yellow candy stripes and
ask for it by name...

BOEDEKER 1886, please,
at your favorite dealer.



ADVERTISERS IN THIS ISSUE

ADLETA SHOW CASE & FIXTURE MANUFACTURING COMPANY.....	66	LANDAUER & GUERRERO, CONSULTING ENGINEERS.....	54
AMERICAN BEAUTY COVER COMPANY.....	52	THE LAYNE-TEXAS COMPANY, LTD.....	5
BAPTIST BOOK STORE.....	37	Agency—T. Page Rogers, Houston	
JOHN F. BEASLEY CONSTRUCTION COMPANY.....	47	J. W. LINDSLEY & COMPANY, REALTORS.....	56
BENNETT & CRITTENDEN, ARCHITECTS.....	66	S. H. LYNCH AND COMPANY.....	43
PAUL G. BENTLEY COMPANY, ENGINEERS.....	60	Agency—Wilhelm, Laughlin, Wilson and Associates, Houston	
T. J. BETTES COMPANY.....	59	MACHINERY SALES & SUPPLY COMPANY.....	81
Agency—Bozell and Jacobs Advertising Agency		ED MAHER.....	58
BOEDEKER ICE CREAM COMPANY.....	84	Agency—Randall-Gay-Perry Advertising	
Agency—Rogers and Smith Advertising Agency		MAIN OPTICAL COMPANY.....	72
BREWER STUDIO, PHOTOGRAPHERS.....	75	MAJORS & MAJORS, REALTORS.....	60
BROAD & NELSON, ARCHITECTS, ENGINEERS, PLANNERS.....	82	R. R. McCauley, REALTOR.....	46
BUILDING MAINTENANCE SERVICE, INC.....	52	E. V. McCRIGHT AND COMPANY, LTD.....	51
Agency—The Persons J. Crandall Company		ROBERT E. MCKEE, GENERAL CONTRACTOR.....	29
JOHN L. BURKE & COMPANY, INSURANCE.....	39	MERCANTILE NATIONAL BANK.....	88
BURLINGTON LINES.....	23	Agency—Ratliff Advertising Agency	
Agency—James McBride Advertising Agency, Fort Worth		METROPOLITAN BUILDING AND LOAN ASSOCIATION.....	54
CENTRAL INDUSTRIES, INC.....	51	Agency—Ira E. Delernett Advertising Agency	
CHAPPELL, STOKES & BRENNKE, CONSULTING ENGINEERS.....	23	METROPOLITAN BUSINESS COLLEGE.....	41
CITY PERSONNEL SERVICE.....	64	THE MINNEAPOLIS & ST. LOUIS RAILWAY.....	65
CLOUD EMPLOYMENT SERVICE.....	53	Agency—The Faddell Company, Minneapolis	
TOM W. COLLINS, PHOTOGRAPHY.....	58	MISSOURI-KANSAS-TEXAS RAILROAD SYSTEM.....	11
COLUMBIA LESSORS, INC.....	67	Agency—Anfenger Advertising Agency, Inc., St. Louis	
THOMAS K. CONE, JR., PHOTOGRAPHER.....	47	MURRAY INVESTMENT COMPANY.....	77
CONSUMERS SUPPLY & PLUMBING COMPANY.....	82	Agency—Harry McMains, Advertising	
COUCHMAN ADVERTISING AGENCY.....	29	MUSTANG AVIATION, INC.....	78
THE PERSONS J. CRANDALL COMPANY.....	49	Agency—W. Allen Brazell Advertising Agency	
DALLAS AVIATION SCHOOL.....	56	S. J. NADEL AND ASSOCIATES.....	62
Agency—The Persons J. Crandall Company		S. W. NICHOLS COMPANY.....	54
DALLAS-FORT WORTH BREWING COMPANY.....	79	OLDHAM LUMBER COMPANY.....	72
Agency—Grant Advertising, Inc.		OUTDOOR ELECTRIC ADVERTISING, INC.....	44 and 45
DALLAS PIONEERS.....	4 and 85	PIONEER AIRLINES.....	40
DALLAS POWER & LIGHT COMPANY.....	86	Agency—Rogers and Smith Advertising Agency	
Agency—Bozell and Jacobs Advertising Agency		PRESBYTERIAN BOOK STORE.....	37
DALLAS RAILWAY & TERMINAL COMPANY.....	48	REAL JUICE COMPANY.....	42
Agency—Ayres Compton Associates		ROCK ISLAND LINES.....	30
DALLAS TRANSFER & TERMINAL WARE- HOUSE COMPANY.....	46	ROGERS AND SMITH, ADVERTISING.....	55
DALLAS UNION TRUST COMPANY.....	56	DALLAS RUPE AND SON.....	70
Agency—Herbert Rogers Company		Agency—Tracy-Locke Company, Inc.	
EMPLOYERS CASUALTY COMPANY.....	83	RUTHERFORD SCHOOL OF BUSINESS.....	49
Agency—Ira E. Delernett Advertising Agency		RUTHERFORD CALCULATING SERVICE.....	61
EVANS EMPLOYMENT SERVICE.....	66	SACKS EMPLOYERS SERVICE.....	71
S. L. EWING COMPANY.....	50	ST. LOUIS-SOUTHWESTERN RAILWAY LINES.....	12
ROY M. FELLERS COMPANY.....	61	SANTA FE SYSTEM LINES.....	27
FIRST NATIONAL BANK IN DALLAS.....	6	Agency—Leo Burnett Company, Inc., Advertising, Chicago	
Agency—Rogers and Smith Advertising Agency		SEWELL MOTOR COMPANY.....	2
J. N. FISHER, REALTOR.....	68	Agency—B. G. Powell Agency	
FLUORESCENT LITE EQUIPMENT COMPANY.....	64	CRUGER T. SMITH.....	54
Agency—Bozell and Jacobs Advertising Agency		SOUTHERN PACIFIC LINES.....	87
T. C. FORREST, JR., CONSULTING ENGINEER.....	72	Agency—Wilhelm, Laughlin, Wilson and Associates, Houston	
THE FRISCO LINES.....	52	SOUTHLAND LIFE INSURANCE COMPANY.....	51
Agency—Gardner Advertising Company, New York		Agency—Grant Advertising, Inc.	
GABLE ELECTRIC SERVICE.....	32	SOUTHWESTERN BLUE PRINT COMPANY.....	72
Agency—The McCarty Company		STEWART OFFICE SUPPLY COMPANY.....	39
GAYLORD CONTAINER CORPORATION.....	34	Agency—Ira E. Delernett Advertising Agency	
GENERAL INDUSTRIAL SUPPLY CORPORATION.....	61	SULLENGER'S SELECT MEAT COMPANY, INC.....	62
Agency—Advertising-Business Agency, Fort Worth		Agency—Lee, Parks, Greer and Hawkins, Inc., Houston	
GRAYSON GILL, ARCHITECT AND ENGINEER.....	62	EDWIN TANKUS, TAILORS AND IMPORTERS.....	23
GITTINGS STUDIO, PHOTOGRAPHERS.....	50	TASCO CORPORATION, OUTSIDE VENETIAN BLIND COMPANY DIVISION.....	63
Agency—Frank Stewart, Houston		Agency—Rogers and Smith Advertising Agency	
ROBERT D. GOODWIN, ARCHITECT.....	64	TEXAS CARTAGE COMPANY.....	36
GRAFE-CALLAHAN CONSTRUCTION COMPANY.....	49	TEXAS ELECTRIC RAILWAY COMPANY.....	53
GREAT AMERICAN RESERVE INSURANCE COMPANY.....	47	TEXAS MOTOR COACHES.....	68
Agency—Ira E. Delernett Advertising Agency		Agency—The McCarty Company	
EVERETTE HALE, HEALTH BUILDER.....	60	TEXAS & PACIFIC RAILWAY.....	3
WYATT C. HEDRICK, ARCHITECT & ENGINEER.....	61	Agency—Rogers and Smith Advertising Agency	
CHARLES L. HENRY AND ASSOCIATES.....	53	TEXCRETE BUILDING PRODUCTS COMPANY.....	67
HUDSON & HUDSON, REALTORS.....	81	Agency—McCrory Advertising Agency	
HUEY & PHILP HARDWARE COMPANY.....	35	TEXLITE, INC.....	69
Agency—Tracy-Locke Company, Inc.		Agency—Wilhelm, Laughlin, Wilson and Associates, Houston	
HUMBLE OIL & REFINING COMPANY.....	55	THOMAS, JAMESON & MERRILL, ARCHITECTS AND ENGINEERS.....	53
Agency—Frank, Wilkinson, Schiweitz and Tipton, Inc., Houston		THE TODD COMPANY.....	41
JAY'S MARINE GRILL.....	71	Agency—Sheffield Advertising Company, Inc., Rochester	
KANSAS CITY SOUTHERN LINES.....	21	TRINITY INDUSTRIAL DISTRICT.....	76
Agency—Potts, Calkins and Holden, Kansas City		Agency—John Peyton Dewey, Advertising	
KARR EMPLOYMENT SERVICE.....	63	WYATT METAL AND BOILER WORKS.....	73
BEN E. KEITH COMPANY.....	59	Agency—Wallace Davis and Company, Houston	
Agency—Advertising-Business Agency, Fort Worth		ZANES FREIGHT AGENCY.....	57
KOCH & FOWLER, CONSULTING ENGINEERS.....	50	CLAUDE ZIMMERLY, WATCH REPAIR SERVICE.....	51



BUSINESS CONFIDENCE Built on Years of Service

★ Old firms like old friends have demonstrated their worth through long periods of prosperity and adversity. The firms listed on this page have served Dallas through the years. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1869 PADGITT BROS. COMPANY

Leather Goods—
Wholesale and Retail

1869 THE SCHOELLKOPF COMPANY

Manufacturers and Wholesale
Distributors

1872 DALLAS RAILWAY & TERMINAL CO.

Street Railway

1872 SANGER BROS.

Retail Department Store

1875 DALLAS TRANS. & TERM. WHSE. CO.

Warehousing, Transportation
and Distribution

1875 FIRST NATIONAL BANK IN DALLAS

Banking

1876 TREZEVANT & COCHRAN

Insurance General Agents

1876 FAKES & COMPANY

Home Furnishings

Established

1885 MOSHER STEEL COMPANY

Structural Reinforcing
Steel and Machinery Repairs

1889 J. W. LINDSLEY & COMPANY

Real Estate, Insurance

1889 METZGER'S DAIRY

Dairy Products, Wholesale
and Retail

1890 WILLIAM S. HENSON, INC.

Printing and Advertising

1893 FLEMING & SONS, INC.

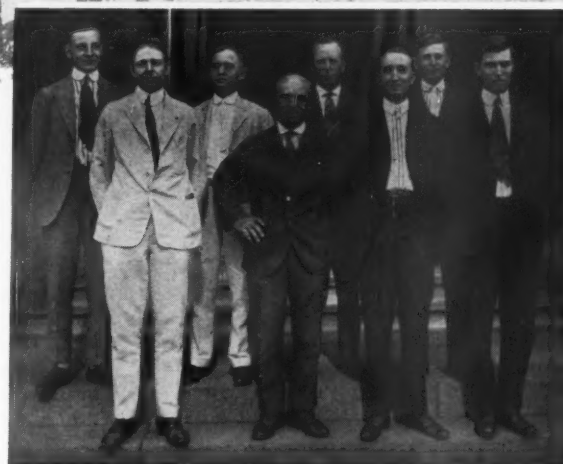
Manufacturers—Paper and
Paper Products

1900 JOHN DEERE PLOW CO.

Agricultural Implements

1902 CULLUM & BOREN COMPANY

Wholesale and Retail
Sporting Goods



Founded in 1909 to deal in replacement wearing parts for agricultural implements, The Southern Supply Company had as its sales organization during its early years the group pictured above in the photograph made in 1912. A. P. Johnston, second from left, who is now president and general manager, started the firm in temporary quarters at Griffin and Patterson as Southern Implement Supply Company, with one salesman. Joe N. Sanderson, third from right, was the second salesman to be employed and is now in charge of sample room and house sales. The concern moved to its present location at Pacific and Record soon after its founding. It occupied only a part of the building initially but later purchased the entire five-story structure. Today it has 100 employees, and specializes in replacement wearing parts for agricultural implements and tractors, farm hardware, plumbing, electrical and industrial supplies and paints.

Established

1903 ACME SCREEN COMPANY

Ac-Ka-Me Products, Insect
Screens, Cabinets, Lockers,
Boxes and Venetian Blinds

1903 REPUBLIC INSURANCE COMPANY

Writing Fire, Tornado, Allied
Lines and Inland Marine
Insurance

1903 FIRST TEX. CHEMICAL MFG. CO.

Pharmaceutical Manufacturers

1904 ATLAS METAL WORKS

Sheet and Metal Manufacturers

1904 T. A. MANNING & SONS

Insurance Managers
Fire — Casualty

Established

1906 HESSE ENVELOPE COMPANY

Manufacturers of Envelopes
and File Folders

1909 THE SOUTHERN SUPPLY COMPANY

Wholesale Hardware and
Industrial Supplies

1911 GRAHAM-BROWN SHOE COMPANY

Manufacturing
Wholesalers

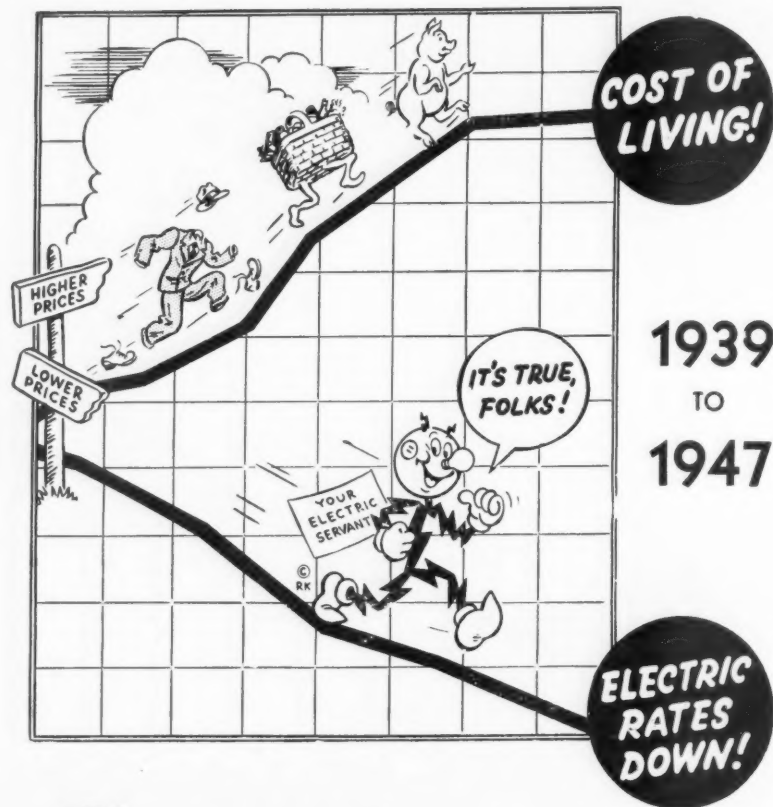
1912 STEWART OFFICE SUPPLY COMPANY

Stationers—Office Outfitters

1914 TEXAS EMPLOYERS INSURANCE ASS'N

Workmen's Compensation
Insurance





Electricity and the Cost of Living

Electric service has played a leading part in raising the American standard of living to the high level it occupies today. One of the bright spots in the cost-of-living picture is the low price of electricity. Although most of the costs of providing good electric service have steadily increased, electric rates have been kept low. Since 1939 the cost of living in the United States has increased more than 53%*, but the cost of electricity has decreased 8%.

The average Dallas householder used in 1946 41% *more* electricity than in 1940, but paid 23% *less* per kilowatt-hour for it.

*Data: U. S. Bureau of Labor Statistics, 1935-39 Averages = 100. Dec. 15, 1946.

DALLAS POWER & LIGHT COMPANY



OUT OF THE PAST

comes a brighter tomorrow!

The arrival of the first Iron Horse in Dallas, over Houston and Texas Central Railroad Company rails, on July 16, 1872, heralded an era of expansion and development destined to affect the economy of all the great Southwest. From a struggling hamlet of about 1,500 people in 1872, Dallas has since boomed to a bustling city of major importance to our nation's business and industrial life. In pioneering such progress, this forerunner of the present Southern Pacific Lines exemplified the indomitable spirit of progressiveness which has made America's railroads the backbone of our civilization.

Today, that spirit does not lie dormant. As the foremost transportation agency in Texas since pioneer days, Southern Pacific has always taken a large and active part in the development of its extensive territory . . . encouraging industrial and business expansion by acquainting new enterprises with the economic advantages offered throughout the area it serves.

Passenger traffic demands are met by fast, comfortable trains operating on frequent and dependable overnight and daylight schedules . . . shippers' requirements are accommodated by a constantly increasing fleet of freight cars and other equipment . . . a constant program of research and improvement is evidence of Southern Pacific's intention to serve you with the finest, fastest, and most dependable rail transportation possible.

Southern Pacific

Public Library,
St. Louis,
Mo. 4

No Parking • No Walking in the Heat—WHEN You Use Our Drive-In Deposit Service! FOR BUSINESS FIRMS ONLY



The Mercantile Drive-In Deposit Service is so simple and so easy! You can leave your place of business in your car, make your deposit and return to your business without ever having to get out of your car the entire time.

You drive your car into our thirty-story building on Commerce Street; drive up beside the Teller's window; make your deposit from the front seat of your car, and then drive straight out to Main Street. Join the hundreds of Dallas business firms who use this convenient and comfortable service.

Saves Parking + Saves Walking + Saves Time

why didn't I
think of that!



MERCANTILE NATIONAL BANK

CAPITAL and SURPLUS \$10,000,000

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

